

N Academic Program Description Template

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Financial and Banking Sciences

Name of academic or professional program: Department of Banking and Financial Sciences

Final Certificate Name: Bachelor Finance and Banking Sciences

Academic system: Course system

Description preparation date: 28/1/2024

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التوقيع:

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

التاريخ: 2024 / 1 / 28

التوقيع:

اسم رئيس القسم: ا.م.د. إبراهيم

علي كردي

التاريخ: 2024/ 1 / 28

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

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

التوقيع:

المدرس المساعد

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شعبة ضمان الجودة

التاريخ: 2024/ 1 / 28

مصادقة السيد العميد

1. Program Vision

It is represented by forming a deep and comprehensive understanding of the academic and research fields related to the specializations of financial and banking sciences, in addition to familiarity with the latest theoretical and practical innovations in this sector. It also seeks to achieve student empowerment by providing them with the necessary practical skills in supporting fields such as management, accounting, and economics, which qualifies them to participate effectively in banks, financial markets, and other financial institutions. In addition, the vision includes enhancing the scientific research capabilities of faculty members

2. Program message

It is summarized in developing distinguished administrative and financial cadres that combine strategic and professional competence and social responsibility, with a focus on constructive interaction with local and international institutions. The department aims to prepare students to be capable leaders, who possess knowledge, skills and good morals, in addition to the ability to think creatively that enables them to compete strongly in the market, by adhering to high standards of quality in all activities and programs offered by the college.

3. Program objectives

The department seeks to achieve a set of strategic objectives that include::

- 1.Ensuring quality and academic excellence in the fields of finance and banking.
2. Graduating students equipped with comprehensive scientific and applied knowledge and the skills necessary for the specialization..
- 3.Adapting and responding to environmental changes and new developments in the financial and banking sector to capitalize on emerging opportunities.
- 4.Enhancing scientific research and developing research skills among faculty members.
- 5.Building collaborative relationships with the local community, public and private sectors, and providing consulting and training programs.
6. Establishing cooperation and partnerships with similar departments in the field of financial and banking sciences at universities inside and outside the country with the aim of exchanging experiences and information. This enhances the capabilities of faculty members in the department by motivating them to participate in conferences and practical workshops, and to implement specialized research and studies in the field of financial and banking sciences..
- 7.Cooperating with various state organizations by providing consultations to address the administrative challenges they face.
- 8.Striving to integrate students into the government sector through their participation in field research and studies, with the aim of preparing cadres with a high degree of scientific competence and intellectual skills.

4. Program accreditation

DoThe programIs the program accredited? And from which authority? both .1

5. Other external influences

Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific Research .2

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	8%	10	5	Institutional Requirements
	7%	12	4	College Requirements
	85%	129	51	Department Requirements
				Summer

				training
				Other

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

7. Program Description / Curriculum of the Department of Banking and Financial Sciences

Credit hours		Course name	Course code	Year/Level
practical	theoretical			
	3	Accounting principles	The first course	First
	3	Management principles		
	3	Principles of Economics		
	3	Principles of Statistics		
	2	Reading in Banking and Finance		
	2	Human rights And democracy		
	2	Arabic		
	2	English language		
	3	Accounting principles 2	Second course	
	3	Principles of Management 2		
	3	Principles of Economics2		
	3	Principles of Statistics 2		
	2	Reading in Banking and Finance		
1	2	Computer		
	2	Financial Mathematics	The first course	Second
	3	Intermediate Accounting		
	3	Money and Banking		
	2	Commercial Law		
	2	Public Finance		
	2	Financial management		
1	2	Databases		
	2	English language		
	2	Crimes of the Baath regime in Iraq		
	2	Public Finance2	Second course	
	3	Financial and banking		

		institutions		
	3	Intermediate Accounting 2		
	3	Banking Marketing		
	2	Financial Management 2		
	2	E-commerce		
	3	Monetary policy		
1	2	Databases2		
	2	Econometrics and Finance	The first course	
	2	Corporate Finance		
	3	Quantitative methods		
	2	accounting system		
	3	Banking operations		
	2	Bank accounting		
	3	Cost accounting		
	2	English language		
	3	Financial markets	Second course	Third
	2	Corporate Finance2		
	3	Financial risk management		
	3	Accounting system 2		
	3	Evaluating investment decisions		
	2	Bank Accounting 2		
	3	Cost Accounting 2		
	3	Banking information systems	The first course	
	3	Investment portfolio		
	2	Audit and control		
	3	Banking standards		
	2	Research ethics		
	3	Management accounting		Fourth
	2	Islamic banks		
	2	Graduation project	Second course	
	2	Audit and control 2		
	3	Management Accounting 2		
	3	International financing		

	2	Islamic banks2	
	3	Feasibility studies and project evaluation	
	2	English language	

8. Expected learning outcomes of the program

Knowledge

The ability of the department's graduates to develop their cognitive and financial skills and achieve leadership in leading financial institutions.	-	Providing leading cadres in financial institutions covering both the public and private sectors. Disseminating knowledge in government institutions to achieve the aspirations of society.	-
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Skills

Graduates of the Department of Finance and Banking Sciences have the ability to think and solve financial problems.	-	Developing and supporting the spirit of creativity, innovation and leadership. Creating an open environment for cultural and intellectual exchange.	-
Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.	-	Communicate and interact constructively with stakeholders.	-

Values

Adherence to professional ethics and the ability to demonstrate high professional competence.	-	Establishing social and ethical responsibility. Serving the community and meeting its requirements.	-
The student must believe in the principles of integrity and transparency, and have the ability to apply the	-	Integrity and transparency. Quality.	-

concepts of quality management at
work.

9. Teaching and learning strategies

Active learning: Encouraging students' active participation in learning processes, .1
such as discussions, group activities, and problem solving, to enhance their deep
understanding of mathematical concepts.

Cooperative learning: Encouraging students to work together in small groups to .2
solve problems related to their studies and sharing ideas, which contributes to
enhancing interaction and knowledge exchange between them.

Use of Technology: Leveraging technology to provide interactive learning tools .3
such as computer software and online resources to enhance student
understanding and motivation.

Learning based solution Problems: Present specific problems and encourage .4
students to think critically and use skills. Finance To solve it.

Multiple Instructional Strategies: Providing a variety of instructional strategies, .5
such as interactive lectures, practical lessons, and hands-on exercises, to meet the
diverse needs of students.

Promote thinking Administrative Encourage students to develop thinking .6
skills. Administrative Such as analysis, planning and inference, by providing
stimulating questions and applied problems.

Provide immediate feedback: Provide mechanisms to provide immediate .7
feedback to students on their performance and understanding of
concepts. Administrative, whether through periodic assessments or direct
interaction with the teacher.

10. Evaluation methods

Classroom performance assessment: This includes assessing students' .1
performance during lessons, lectures and workshops, whether through written
tests or continuous assessment of their participation and understanding of the
material.

Participation in discussions and activities: Students' participation in class .2
discussions, group activities, and individual projects can be assessed to assess

their understanding and engagement with the material.

Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their field of expertise and their understanding of the concepts presented. .3

Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions. .4

Practical Performance Evaluation: Students can be evaluated in practical performance through: Visits Process and participation in applied activities. .5

Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions. .6

Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program. .7

11. Faculty

Faculty members

Faculty preparation		Requirements/ Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Bank managemen t	Finance and Banking	A.M.D. Ibrahim Ali Kurdi
	angel		Financial managemen t	business management	Asst. Prof. Dr. Jamal Hadash Mohammed
	angel		Numerical analysis	mathematics	A.M. Awni Mohammed Kaftan
	angel		Finance and Banking	Finance and Banking	A.M. Ahmed Farid Nagi
	angel		administrati onFinancial	business management	A.Mr. Daham Latif Daham

	angel		PoliciesCritical	economy	A.Mr. Raad Mohammed Neda
	angel		administrati onFinancial	business management	A.Mr. Drid Musa Mahmoud
	angel		Financial managemen t	business management	Mr. Muqdad Ibrahim Jassim
	angel		sciencesBan king	Finance and Banking	Mr. Ali Abdel Qader Ahmed
	angel		sciencesBan king	Finance and Banking	M. Muneeb Khalaf Muhaimid
	angel		Financial managemen t	Finance and Banking	Mr. Louay Ali Mahmoud
	angel		Finance and Banking	Finance and Banking	Mr. Mohammed Abdel Karim Ahmed
	angel		administrati onmarketing	business management	Mr. Ali Mohammed Ibrahim
	angel		administrati onmarketing	business management	M. Turkan Hussein Dawoud
	angel		administrati onmarketing	business management	Mr. Mohammed Jadaan Hammad
	angel		Monetary policies	economy	M. Anas Diab Salem
	angel		accounting	accounting	Mr. Ali Fouad Taha
	angel		audit	Financial accounting	M.M. Kamel Mamdouh Kamel
	angel		Financial managemen t	business management	M.M. Anwar Mahmoud Ghafouri
	angel		the language	Arabic	Mr. Wissam Mustafa Hassan
	angel		Computer	Computer	Asst. Prof. Dr. Qusay Abboudi Ali
	angel		accounting	accounting	Prof. Dr. Saddam Mohammed Mahmoud
	angel		Public	economy	Prof. Dr. Khalaf

			Finance		Mohammed Hamad
	angel		accounting	accounting	A.M. Asmaa Noman Jassim
	angel		International Economy	economy	Mr. Hamoud Saad Muhaimid
	angel		accounting	accounting	Mr. Basem Rashid
	angel		count	count	Ms. Aisha Abdelkhaleq Ismail
	angel		accounting	accounting	Mr. Abdullah Hussein Jameel
	angel		accounting	accounting	M.M. Ihsan Fadel Muhammad
	angel		accounting	accounting	M.M. Lubna Laith Khalil
	lecturer		law	law	Mr. Ihab Abdullah Muhaimid
	lecturer		English language	English language	A.M. Ahmed Khaled Hassoun
	lecturer		Computer	Computer	A.M. Nayef Mohammed Hamash
	lecturer		law	law	Mr. Maher Sabah Habib
	lecturer		English language	English language	Mr. Taha Mahmoud Hamoud

Professional development

Orientation of new faculty members

Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations. -1

Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties. -2

Introduction to the University Environment: A comprehensive introduction is provided about the university and the department. General Administration, -3

including About the Department And the vision And the message The objectives and services available.

Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical assistance. -4

Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department. -5

Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct. -6

Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations. -7

Professional development for faculty members

Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified. .1

Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources. .2

Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources. .3

Use effective teaching strategies: Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology. .4

Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students. .5

Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development. .6

Participation in scientific research and publishing: Urges and Faculty members are encouraged to engage in scientific research and publish results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields. -7

12. Acceptance Criteria

Central acceptance. -1

Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students). -2

Private government education -3

Accepting evening studies. -4

13. The most important sources of information about the program

University, college and electronic department website. -1

Priorities for establishing the department. -2

Project to develop and update the curricula of the faculties of management and economics in Iraqi universities for the year 2017. -3

14. Program Development Plan

Curriculum development. -1

Open postgraduate studies (higher diploma equivalent to a master's degree). -2

Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization. -3

Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals. -4

Conducting training programs to develop students' capabilities in technical and information technology fields. -5

Organizing field visits and scientific trips for students to government institutions. -6

Program Skills Chart

Required learning outcomes of the program

Values				Skills				Knowledge				Essential or optional?	Course name	Course code	Year/Level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Accounting principles		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Management principles		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Economics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Statistics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Reading in Banking and Finance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Human rights And democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Accounting principles 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Economics2		
													Principles of Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Reading in Banking and Finance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Mathematics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Intermediate Accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Money and Banking		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Commercial Law		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Finance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Crimes of the Baath regime in Iraq		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Finance2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial and banking institutions		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Intermediate Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Banking Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Management 2		

Second year

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-commerce		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Monetary policy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Databases2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Econometrics and Finance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Corporate Finance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		accounting system		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Banking operations		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Bank accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Cost accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial markets		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Corporate Finance2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Accounting system 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Evaluating investment decisions		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Bank Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Cost Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Banking information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Investment portfolio		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Audit and control		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Banking standards		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Research ethics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Management accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Islamic banks		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Graduation project		

Third year

Fourth year

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Audit and control 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Management Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		International financing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Islamic banks2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Feasibility studies and project evaluation		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		

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

Course Description Form

1. Course name:	
Banking Marketing	
2. Course code	
FBB609	
3. Semester/Year:	
the chapterAFor the second /Second2023-2024	
4. Date this description was prepared	
28/1/2024	
5. Available forms of attendance:	
My presence	
6. Number of study hours (total) / Number of units (total):	
Total (45)hour /Number of units (3)	
7. Name of the course supervisor (if more than one name is mentioned):	
Mr. Mohammed Jadaan Hammad	
8. Course objectives	
Providing the student with a cognitive skill about the concept, specifications, importance and workIn banking marketingTheir role in maintaining monetary stability, which is an important factor in economic stability and thus achieving comprehensive economic	Subject objectives

development in the Iraqi economy.

9. Teaching and learning strategies

- | | | |
|--|---|----------|
| Thinking strategy according to the student's ability | • | Strategy |
| High Thinking Skill Strategy | • | |
| Critical thinking strategy in learning brainstorming | • | |

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Assignments and tests	In-person lectures and classroom interaction	Introduction to Bank Marketing		3	1
Assignments and tests	In-person lectures and classroom interaction	Stages of development of banking marketing		3	2
Assignments and tests	In-person lectures and classroom interaction	Banking Marketing Tasks		3	3
Assignments and tests	In-person lectures and classroom interaction	Banking Marketing Mix Elements		3	4
Assignments and tests	In-person lectures and classroom interaction	Banking Marketing Philosophies		3	5
Assignments and tests	In-person lectures and classroom interaction	The concept of the banking market environment		3	6
Assignments and tests	In-person lectures and classroom interaction	General and specific environment of banks		3	7
Assignments and tests	In-person lectures and classroom interaction	Banking Marketing Research		3	8
Assignments and tests	In-person lectures and classroom interaction	Banking Marketing Research Procedures		3	9
Assignments and tests	In-person lectures and classroom interaction	Marketing research preparation methods		3	10
Assignments and tests	In-person lectures and	Banking Marketing Parameters Characteristics		3	11

	classroom interaction				
Assignments and tests	In-person lectures and classroom interaction	Classification of banking services			12
Assignments and tests	In-person lectures and classroom interaction	Factors affecting bank marketing			13
Assignments and tests	In-person lectures and classroom interaction	Stages of development of banking services			14
Assignments and tests	In-person lectures and classroom interaction	Banking Service Life Cycle			15

11. Course Evaluation

- Midterm exams
- Solve the homework
- Participate in explaining topics and discussions.
- the audience
- Asking brainstorming questions during lectures

12. Learning and teaching resources

Marketing of banking services by Dr. Darman Suleiman Sadiq Al-Nimr	Required textbooks (methodology if any)
Marketing Books Banking Services	Main References (Sources)
Journal of the College of Administration and Economics / Tikrit University	Recommended supporting books and references (scientific journals, reports...)
Iraqi Journal of Economic and Administrative Sciences	Electronic references, websites