

Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department General Administration

Name of academic or professional program: Public Administration Department

Final Certificate Name: Bachelor Science in Public Administration

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file: 28/1/2024


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

التاريخ: ٢٠٢٤ / ١ / ٢٨


التوقيع:
اسم رئيس القسم: م.أ. حاضر صباح
شعب

التاريخ: ٢٠٢٤ / ١ / ٢٨

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان

التوقيع:


المدرس المساعد
أسامة موسى فرحان

مدير شعبة ضمان الجودة وتقييم الأداء

التاريخ: ٢٠٢٤ / ١ / ٢٨


مصادقة السيد العميد

1. Program Vision

Excellence in deliveryAngelspioneerAndTo lead public sector institutions that meet stakeholder requirements, in line with global quality standards..

2. Program message

Providing the public sector with the educated administrative energies it needs to meet its aspirations in serving the community, and communicating with relevant stakeholders to consolidate community behaviors through education.andLearning, creating an open environment for cultural and intellectual exchange that stimulates scientific research, creativity, innovation and leadership, as well as disseminating knowledge to public sector institutions to ensure the well-being and excellence of society..

3. Program objectives

Preparing graduates capable of working in government organizations, thus .۱
contributing to achieving social and economic development in society..

Supporting government organizations and developing their knowledge in the .۲
fields of central and local administration by providing them with specialized
administrative cadres.In this field.

Disseminating noble community values and instilling integrity behaviorsAnd .۳
community serviceIn the basics of workAdministrative.

Continuous development of the scientific contributions portfolioFor .۴
membersThe teaching staff in the department and following up on their
feedback to ensure the achievement of the objectives of the educational
process.

Building bridges of cooperation between the Public Administration Department .۵
and the community, and achieving a strategic partnership with government
organizations by creating a cooperative environment that achieves continuous
communication.andfor.

4. Program accreditation

DoThe programIs the program accredited? And from which authority? both .٦

5. Other external influences

Is there a sponsor? ForprogramYes, Ministry of Higher Education and Scientific .٧
Research

6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer training
				Other

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

7. Program Description / Curriculum of the Department of Public Administration

Credit hours		Course name	Course code	Year/Level
practical	theoretical			First
	3	Principles of Public Administration 1		
	3	Principles of Economics		
	3	Principles of Statistics		
1	2	Computer 1Word		

	2	Arabic		
	2	Human rights and democracy		
	3	Principles of Public Administration 2		
	3	Mathematics for administrators		
	3	Accounting principles		
	3	ReadingsEnglish		
1	2	Computer2Word		
	2	English language		
	3	Marketing Management		Second
	3	Human Resources Management		
	2	Administrative law		
2	2	Intermediate Accounting		
	3	The development of organizational thought		
	2	English language		
	2	Quantitative methods		
1	2	Computer1Excel		
	2	Baath crimes in Iraq		
	3	Public Relations		
2	2	Government accounting		
	2	Administrative Psychology		
	2	Civil Service Legislation		
	3	Political systems		
	2	Operations research		
1	2	Computer1Excel		
	3	Public Financial Management		Third
2	2	unified accounting system		
	3	Local administration		
	3	Contract management		
	2	Quality Management		

	2	Public service ethics		
1	2	Database Computer Applications2		
	2	English language		
	3	Organizational Behavior		
	3	Financial policies		
	2	General Project Management		
	3	Management Information Technology		
	3	Comparative local management systems		
	2	Environmental management		
1	2	Database Computer Applications2		
	3	Production and Operations Management		Fourth
	2	Comparative Public Administration		
	3	Administrative development1		
	3	Strategic Management1		
	2	English language		
1	2	Computer Applications1QSB		
	2	Scientific research methods and ethics		
	3	Strategic management		
	3	Administrative development 2		
	2	Risk Management and Insurance		
	3	General Policies		
1	2	Computer Applications2QSB		

8. Expected learning outcomes of the program

Knowledge

<p>The ability of the department's graduates to develop their administrative and cognitive skills and achieve leadership in leading government institutions.</p>	-	<p>Providing leading cadres in leading public sector institutions.</p> <p>Disseminating knowledge in government institutions to achieve the aspirations of society.</p> <p>The ability to manage and invest knowledge in a way that achieves the quality and efficiency of the academic program's outputs and their suitability for the labor market.</p>	-
--	---	---	---

Skills

<p>Management Department graduates have the ability to think, solve problems and manage time.</p>	-	<p>Developing and supporting the spirit of creativity, innovation and leadership.</p> <p>Creating an open environment for cultural and intellectual exchange.</p>	-
<p>Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.</p>	-	<p>Communicate and interact constructively with stakeholders.</p>	-

Values

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

and have the ability to apply the concepts of quality management at work.

9. Teaching and learning strategies

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

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

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

Problem-based learning: presenting specific problems and motivating students to think critically and use skills to solve it. .4

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

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

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

10. Evaluation methods

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

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.

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.

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

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

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

11. Faculty

Faculty members

Faculty preparation		Requirements/ Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Operations research	Statistics (Operations Research)	Asst. Prof. Dr. Mazhar Khaled Abdel Hamid
	angel		Administrati ve law	General law	A.M.D. Mohamed Ahmed Raheel Aftan
	angel		Financial manageme nt	business management	A.M.D. Qusay Jassim Mohammed Imran
	angel		Bank manageme	business management	A.M. Mazen Noman Abdullah Bakr

			nt		
	angel		linguistics	English language	A.M. Adnan Fayhan Mahmoud Khader.
	angel		Financial manageme nt	business management	A.M. Ahmed Khader Ahmed Ali
lecturer			Political economy	economy	Prof. Dr. Saad Saleh Issa
lecturer			Special law	law	Asst. Prof. Dr. Yasser Ali Hamdan
	angel		Networks	Calculators	Asst. Prof. Dr. Qusay Abboudi Ali
	angel		Financial manageme nt	business management	A.M. Present Sabah Shaer Jabara
	angel		Knowledge manageme nt	business management	A.M. Tariq Aziz Kurdi
	angel		organized	business management	M. Khalaf Mohammed Alou
	angel		Organizatio n theory	business management	M Iman Muwaffaq Omar
	angel		administrati on Financial	business management	Mr. Salam Hussein Jassim Handa
	angel		administrati on Financial	administration works	M. Najm Suhail Najm Abdullah
	angel		Human Resources	business management	M. Talha Kwan Salem
	angel		Applied statistics	count	Ms. Aisha Abdel Khaleq Ismail
	angel		business manageme nt	business management	Mr. Saad Salem Ghanem Suleiman
	angel		Financial	business	Dr. Qutaiba Ibrahim

			managem nt	management	Hamada
	angel		General Administrati on	General Administration	M. Hamid Anwar Danok
	angel		business managemen t	business management	Mr. Naji Hassan Ahmed Allawi
	angel		Production and operations	business management	M. Maysam Riad Bahr
	angel		Human Resources	business management	Mr. Hussein Abdul Hamad Hussein
	angel		Human Resources	business management	millimeter. Hassan Farhan Ahmed Handal
	angel		General Policies	General Administration	Mr. Mohamed Mustafa Mohamed Ibrahim
	angel		Human Resources	business management	M. Ahmed Ayed Makhlaf
	angel		Human Resources	business management	M.M. Nihad Khamis Hassan
	angel		Quality Managemen t	business management	M. Mazhar Ahmed Khalaf
	angel		Production managemen t	business management	Mr. Ali Mohammed Huwait Khater
	angel		Bank managemen t	Financial and Banking Sciences	M.M. Ali Hamad Ali
	angel		Information systems	Management Information Systems	M.M. Mohammed Salem Abdel
lecturer			English	English language	M. Alaa Ahmed Abdullah

			literature		
	angel		law	law	Mr. Ihab Abdullah Muhaimid
	angel		Cost accounting	accounting	Mr. Yasser Fouad Taha
lecturer			law	law	Mr. Maher Sabah Habib
	angel		Financial accounting	accounting	Mr. Mohammed Ahmed Diab
	angel		Manageme nt accounting	accounting	Mr. Ali Fouad Taha
	angel		about	Arabic	M.M. Ali Ghaleb Ali

Professional development

Orientation of new faculty members

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

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

Introduction to the University Environment: A comprehensive introduction 3-
to the university and the Department of Public Administration is provided,
including an overview of the department, vision, mission, goals, and available
services.

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

assistance.

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

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

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

Professional development for faculty members

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

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

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

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

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

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

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

12. Acceptance Criteria

Central acceptance. -1

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

Private government education - ٣

Accepting evening studies. - ٤

13. The most important sources of information about the program

University, college and electronic department website. - ١

Priorities for establishing the department. - ٢

Project to develop and update the curricula of the faculties of management and economics in Iraqi universities for the year 2017. - ٣

14. Program Development Plan

Curriculum development. - ١

Open postgraduate studies (higher diploma equivalent to a master's degree). - ٢

Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization. - ٣

Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals. - ٤

Conducting training programs to develop students' capabilities in technical and information technology fields. - ٥

Organizing field visits and scientific trips for students to government institutions. - ٦

Program Skills Chart

Required learning outcomes of the program

Values				Skills				Knowledge				Essential or optional?	Course name	Course code	Year/L level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Public Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Economics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Statistics		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer 1 Word		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Arabic		
	✓	✓	✓		✓	✓	✓			✓	✓		Human rights and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Principles of Public Administration 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Mathematics for administrators		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Accounting principles		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		ReadingsEnglish		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer2Word		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management		Second year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Human Resources Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative law		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Intermediate Accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		The development of organizational thought		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quantitative methods		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Computer1Excel		
	✓	✓	✓		✓	✓	✓		✓	✓	✓		Baath crimes in Iraq		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Relations		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Government accounting		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative Psychology		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Civil Service Legislation		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Political systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Operations research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer1Excel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public Financial Management		Third year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		unified accounting system		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Local administration		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contract management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Public service ethics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Database Computer Applications2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Organizational Behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial policies		

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		General Project Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Management Information Technology		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Comparative local management systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Environmental management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Database Computer Applications2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Production and Operations Management		Fourth year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Comparative Public Administration		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative development1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic Management1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		English language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer Applications1QS B		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods and ethics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Administrative development 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Risk Management and Insurance		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		General Policies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Computer Applications2QS B		

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

Course Description Form

1. Course name
Public Relations
2. Course code
nothing
3. Semester/Year

4. Date this description was prepared

28/1/2024

5. Available forms of attendance

Weekly / Full time attendance

6. Number of study hours (total) / Number of units (total)

45 hours / 3 units

7. Name of the course supervisor (if more than one name is mentioned)

Name: A.M. Tariq Aziz Kurdi Email:tareq1982@tu.edu.iq

8. Course objectives

- Providing the student with a cognitive skill about the concept, specifications, importance and application of public relations, which is related to administrative work in general.
- Providing the student with information on how to use the various types of 21st century skills in public relations and how to benefit from them by providing correct and accurate data and information that serve the decision-maker in making the right decision.
- And how to continuously train to keep pace with all types of rapid development in the fields of communication in administrative work.

Subject objectives

9. Teaching and learning strategies

- The lecture
- Discussion
- Thinking strategy according to the student's ability
- High Thinking Skill Strategy
- Critical thinking strategy in learning

Strategy

brainstorming •

10. Course Structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Follow up on homework assignments and formulate questions	theoretical	Modern concepts of public relations	<ul style="list-style-type: none"> • Public relations concept • Public Relations Basics • The importance and objectives of public relations 	3	the first
Follow up on homework assignments and formulate questions	theoretical	to organize administration Relationships General	<ul style="list-style-type: none"> • Factors affecting the choice of organizational form for public relations • Methods of organizing work in public relations management 	3	the second
Follow up on homework assignments and formulate questions	theoretical	Public Relations Research	<ul style="list-style-type: none"> • Public Relations Research Objectives • Types of Public Relations Research • Methods of collecting information 	3	the third
Follow up on homework assignments and formulate questions	theoretical	Planning in public relations	<ul style="list-style-type: none"> • Planning concept • Planning requirements • The importance of planning public relations activities • Advantages of the planning process in public relations • Obstacles to adopting the planning method • Success factors of the plan in public relations 	3	Fourth and fifth
Follow up on homework assignments and formulate questions	theoretical	Communication in public relations	<ul style="list-style-type: none"> • Communication concept • Difficulties and obstacles facing communication • Communication Sections 	3	Sixth
First month exam				3	Seventh
Follow up on homework assignments and formulate questions	theoretical	Public relations with the facility's audience	<ul style="list-style-type: none"> • Audience concept • Types of Organizational Audiences • General characteristics of the masses 	3	The eighth
Follow up on homework assignments and formulate questions	theoretical	Public Relations and Crisis Management	<ul style="list-style-type: none"> • identification The crisis • Factors of the crisis • Crisis stages • efforts Relationships General after an end The crisis 	3	Ninth
Follow up on homework assignments	theoretical	Calendar in Public Relations	<ul style="list-style-type: none"> • Public relations evaluation concept • Difficulties in evaluating public relations activities 	3	Tenth and eleventh

and formulate questions			<ul style="list-style-type: none"> Types of evaluation in public relations • Public relations evaluation methods • Aspects of evaluating public relations in administrative bodies • 		
Follow up on homework assignments and formulate questions	theoretical	Public relations in government agencies	<ul style="list-style-type: none"> Organizational structure of public administration • Characteristics of government institutions • Public relations objectives in government agencies • Public relations audience in government agencies • 	3	twelfth
Follow up on homework assignments and formulate questions	theoretical	Public Relations Information Technology	<ul style="list-style-type: none"> Change in administrative activities of the Public Relations Department • Advantages Use of information technology for the organization • Public Relations Information Systems • 	3	thirteenth
Second month exam				3	fourteenth
Submitting assignments and reviewing the material				3	fifteenth

11. Course Evaluation

70 marks on the end of course exam - 1

30 annual pursuit points distributed as follows: - 2

A- 10 marks for the first month exam

B- 10 Second month exam

C- 10 attendance and participation

12. Learning and teaching resources

Public Relations Essentials: John Maxwell	Required textbooks (methodology if any)
	Main References (Sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites