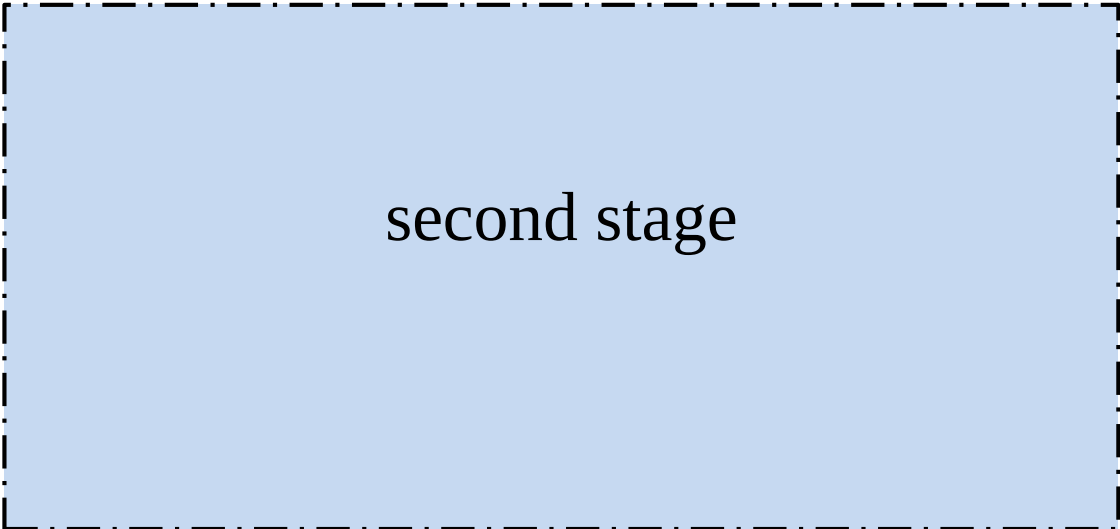


**Ministry of Higher Education and Scientific
Research
Scientific Supervision and Scientific
Evaluation Apparatus
Directorate of Quality Assurance and
Academic Accreditation
Accreditation Department**



Academic Program and Course Description Guide



second stage

1. Course Name: Organization theory		
Organization theory		
2. Course Code:		
3. Semester/Year: 2023/2024		
2023/2024		
4. Description Preparation Date:		
3/25/2024		
5. Available Attendance Forms:		
Class lectures		
6. Number of Credit Hours (Total) / Number of Units (Total)		
45 hours\3units		
7. Course administrator's name (mention all, if more than one name)		
Name: Dr. Hadi Abdulwahab AL- Abrow		
Email: hadi.abdulimmam@uobasrah.edu.iq		
Name: Assistant teacher Nargis Aqee		
Email: nargs.akeel@uobasrah.edu.iq		
8. Course Objectives		
Course Objectives	Provide the student about the main components about the organization 1. Provide the student with the main elements to build the organizational structures 3.How to make a decisions 4. How to improve the effectiveness and efficiency of the Iraqi organizations	
9. Teaching and learning strategies		

Strategy	Explaining the scientific material by relying on books related to - . - the subject of organization theory and clarifying the meaning of the organization and its impact on the individual's productivity by holding lectures and attending seminars and courses. 2- Write a review paper for each chapter that summarizes the most important ideas presented during the lectures
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1- ١٥	4 ٥	Organizing theory		Learning method	Class participation, scientific material is special
1- ١٥. The concept of organization theory, its characteristics, elements and sources of its development	3hours			Explaining the important ideas of students	ion, weekly review papers, exams, and the end of the summer .
2- the management schools of organization thought	3hours			2- Write a review paper during the lectures, and the end of the summer .	ideas of students
3-Classification of organizations and their					

main challenges.					
	3hours				
4- Bureaucratic theory, principles and characteristics.					
	3hours				
5-Situational theory					
6-The organizational thought of the Japanese model and its comparison with the American organization	3hours				
7- The environment of organizations.	3hours				
8-The organization in the changing business environment.	3hours				
9- Types of the external environment and its impact on the organization, analysis of the factors of the organization's external environment.	3hours				
.	3hours				
10- Sources of environmental information and					

environmental uncertainty.					
.					
11-Basic strategies in resource dependency theory.	3hours				
12-The intellectual approach to the organization's life cycle the stages of the organization's life cycle	3hours				
13-Principles of organizational structure patterns of organizational structure.	3hours				
14- The decision-making process in the organization, the general framework, definition and classification of administrative decision	3hours				
15-The importance of information in decision on making.	3hours				

	3hours				
11.Course Evaluation					
12.Learning and teaching resources					
Required textbooks (curricular books, any)			Organization theory by Dr. Saad Al Ani		
Main references (sources)					
Recommended books and references (scientific journals, reports...)					
Electronic References, Websites					

1.	Course name : Computer Applications \
	) Computer Applications \EXCEL (
2.	: Course Code
3.	Semester / Year : -I
	Semester
4.	Description Preparation Date: 02/14/2024
5.	Available forms of attendance:
	class lectures
6.	:Number of study hours (total)/number of units (total)
	An hour during the course . ٣ hours per week ٤٠
7.	Course administrator's name (mention all, if more than one name)
	: Name : M. Ammar Nizar Mustafa Darwish Email
	AMMAR.ALDIRAWI@UOBASRAH.EDU.IQ

8. Course objectives		
• • •		
9. Teaching and learning strategies		
1. Education strategy collaborative concept planning	The strategy	
2. .Teaching strategy brainstorming		
3. strategy notes series		

1. : Course Name
E-Commerce
2. : Course Code
3. Semester / Year : -I
Semester
4. Description Preparation Date:
٤٢٠٢/١٦/٠٣
5. Available forms of attendance:
class lectures
6. :Number of study hours (total)/number of units (total)
hour Two hours a week ٣٠

7. Course administrator's name (mention all, if more than one name)

Name : M. M. Muhammad Abdel Reda Faraj Badrawi

: Email lec.mohammed.albadulridha@uobasrah.edu.iq

8. Course objectives

- | | |
|---|---|
| <ul style="list-style-type: none"> • • • | <p>Providing students with the skill -١</p> <p>e-commerce concepts of applying</p> <p>-٢ Introducing the importance of electronic commerce</p> <p>3 Explaining the most important - modern ideas and successful real-life examples of applying e-commerce</p> |
|---|---|

9. Teaching and learning strategies

1- .Educational strategy, collaborative concept planning	The strategy
2- .Brainstorming education strategy	
3- Education Strategy Notes Series	

10. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week

Questions -1 and discussions	Explain ing the scientif ic materia l through the lecture	Introduction to commerce and business, digital companies , and electronic work flow	A- Cognitive skills B- Practice skills C- Personal skills and taking responsibility	Two hou	1
Semester -2 exams	-2 Succes sful real- life exampl es and experie nces	commerce , e- business , e- commerce incentives	D- Analytical and communication skills	Two hou	2
End of -3 course exam	-3 Share ideas in order to apply what has been learned	Benefits of trade Electronic, the role of strategy in electronic commerce, classifications of electronic commerce		Two hou	3
		Internet marketing , pros and cons of internet marketing		Two hou	4
		Internet marketing techniques , email marketing		Two hou	5

		Wireless advertising , market ‘ segmentation Research procedures related to the e- commerce market		Two hou	7
		The role of Internet marketing , direct marketing , preparing for marketing and promoting the website		Chapter exam	8
		Methods of collecting information, analyzing information, customer behavior		Two hou	9
		decision-making process , customer contact centers , benefits and limitations of customer relationship management		Two hou	10
		financial payment		Two hou	11
				Two hou	12

		systems , electronic financial payment methods		Two hou	13
		Benefits of paying bills electronically, transferring cash electronically		Two hou	14
		Designing successful e-commerce websites, entering the world of e-commerce			15
		Building and classifying e-commerce websites			End of course exam
		Auctions			

11. Course evaluation

Distribution is as follows : ۲۰ marks for the first exam, ۲۰ marks for the second exam, ۰

marks for participation, ٥ marks for attendance = ٥٠ final , ٥٠ = ١٠٠

12. Learning and teaching resources

E-commerce and e-business, written by Dr. Khader Misbah Al-Titi	Required textbooks (methodology, if any)
E-commerce, Professor Dr. Muhammad Al-Fateh	Main references (sources)
	Recommended supporting books and references (scientific journals, (...reports
www.phenixsoft.com	Electronic references, Internet sites

13.Course Name:

Marketing Management

14.Course Code:

15.Semester / Year:

1st semester 2024

16.Description Preparation Date:

2023/2024

17.Available Attendance Forms:

Class and online lectures

18.Number of Credit Hours (Total) / Number of Units (Total)

45H / 45U

19.Course administrator's name (mention all, if more than one name)

Name: Dr. Ammar Y Dhicher

Email: ammar.dhicher@uobasrah.edu.iq

20.Course Objectives

Course Objectives	- Understand the place and contribution of marketing to the business enterprise. - Define primary and secondary sources of information; give
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	examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data. - Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing and market positioning; understand how different situations in the competitive environment will affect choices in target marketing. - List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products. - Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels in North America. Identify the roles of advertising, sales promotion, public relations, personal selling and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix.
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21. Teaching and Learning Strategies

Lectures discussions Tests Interactive participation	
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22. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Basic concepts of Marketing	Introduction of Marketing Management	Explaining Discussion Examples	Participation Interactive
2	3	Basic concepts of Marketing	Marketing Environment	Explaining Discussion Examples	Participation Interactive
3	3	Marketing Information System	Marketing Information System	Explaining Discussion	Participation Interactive

				Examples	
4	3	Marketing Research	Marketing Research	Explaining Discussion Examples	Participation Interactive
5	3	Marketing Mix	Product	Explaining Discussion Examples	Participation Interactive
6	3	Services	Services	Explaining Discussion Examples	Participation Interactive
7	2	First Exam	First Exam		
8	3	Marketing Mix	Pricing	Explaining Discussion Examples	Participation Interactive
9	3	Marketing Communications	Marketing Communications	Explaining Discussion Examples	Participation Interactive
10	3	Marketing Mix	Promotion concept and Importance	Explaining Discussion Examples	Participation Interactive
11	3	Marketing Mix	Promotion Elements	Explaining Discussion Examples	Participation Interactive
12	3	Marketing	Promotion Strategies	Explaining	Participation

		Mix		Discussion Examples	Interactive
13	3	Marketing Mix	Place Physical distribution	Explaining Discussion Examples	Participation Interactive
14	3	Marketing Mix	Place Physical distribution strategies	Explaining Discussion Examples	Participation Interactive
15	2	Second Exam	Second Exam		

23. Course Evaluation

50 marks

24. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Marketing Management Thamer Al bakree 2019
Main references (sources)	Marketing Books
Recommended books and references (scientific journals, reports...)	Other marketing Books
Electronic References, Websites	Internet books and websites

1.	Human Resources Management : Course name
	Human resources management, modern trends and challenges of the third millennium
2.	: Course Code
3.	Semester / Year : Quarterly
	1-
4.	Description Preparation Date: 02/22/2024
5.	Available forms of attendance:
	class lectures
6.	:Number of study hours (total)/number of units (total)

hours ٩٠ semesterly . ٣ hours per week

7. Course administrator's name (mention all, if more than one name (

Name : Prof. Dr. Rasha Mahdi Saleh Al-Khafaji

: Email rasha.salih @ uobasrah.edu.iq

Name : Prof. Dr. Wameed Abdel-Zahra Khudair

: Email wameedh.khudair@uobasrah.edu.iq

8. Course objectives

-
-
-

1- Providing students with the skill
. ideas of applying new

2 – Expanding creativity and
.innovation skills Renewal

3 Explaining the most important -
modern ideas and tremendous
technical developments that
contributed to reshaping human
resources in contemporary
. organizations

9. Teaching and learning strategies

-1 .Brainstorming education strategy

-2 Education Strategy Notes Series

The strategy

10. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
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Monthly and participation Interactive and the end-of-semester . r exam	Explanation of the scientific material	Introduction to human resources Roles and responsibilities of the human resources .department Human resources management jobs Human resources management environment Human resources management strategy Strategic planning and human resources management Stages of strategic planning for human .resources Job analysis Job design Strategic recruitment of human resources Selection and appointment Selection and appointment criteria the exams Types of tests Interviews	Providing students with the skills of analysis, theorizing and ‘ applicatio n	hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳ hours ۳	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
	1- Summarize the most important ideas presented during the lectures				
	۳- Linking ideas with students’ opinions				
11. Course evaluation					
Distribution is as follows : ۲۰ marks for monthly and daily exams for the first semester . ۲۰ marks for monthly and daily exams for the second semester . ۰۰ marks for final exams					
12. Learning and teaching resources					
			Required textbooks (methodology, if any)		

Al-Sharaa, Atallah, and Sanjak Ghalib, Human Resource Management, (٢٠١٥) Modern Trends and Challenges of the Third Millennium, Dar Al-Mawdhiyya for Publishing and Distribution.	Main references (sources)
	Recommended supporting books and references (scientific journals, (...reports
	Electronic references, Internet sites

10. Course name : Computer Applications \
) Computer Applications \EXCEL (
11. : Course Code
12. Semester / Year : -I
Semester (second semester)
13. Description Preparation Date: 02/14/2024
14. Available forms of attendance:
class lectures
15. :Number of study hours (total)/number of units (total)
An hour during the course . ٣ hours per week ٤٥
16. Course administrator's name (mention all, if more than one name)

: Name : M. Ammar Nizar Mustafa Darwish Email
AMMAR.ALDIRAWI@UOBASRAH.EDU.IQ

17. Course objectives

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-
-

18. Teaching and learning strategies

- | | |
|--|--------------|
| 1. Education strategy collaborative concept planning | The strategy |
| 2. .Teaching strategy brainstorming | |
| 3. strategy notes series | |

19. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Weekly, monthly daily ‘ and participation Interactive Attendance and end-of-year . exam	to explain in Scientific material through the use of the method of asking questions and discuss		Introduction to mathematical functions and formulas in Excel	hours ۳	1
			The concept of formulas and the rules for writing formulas in mathematical .operations	hours ۳	2
			Formula components, types of operators used in formulas, methods of . entering and inserting formulas into Excel	hours ۳	3
			The concept of functions, types of functions, the difference between functions .and formulas in Excel , ways to include functions in the program	hours ۳	4
			Automatic formula correction, autofill method, concept of relative cells and absolute cells	hours ۳	5
			Some of the functions used in electronic spreadsheet programs (Sum function , SUMIF ‘ conditional sum function	hours ۳	6
			Multiplication function, division functionDIVIDE	hours ۳	7
			Statistical functions (average function)AVERAGE	hours ۳	8
				hours ۳	9

	ssing them		The average or average function with the conditionAVERAGEIF the ‘ function of the maximumand the minimum limitMIN.	hours ३	10
	With for students		MEDIAN ‘ functionMODE ‘ functionMOD function	hours ३	11
			) Count and search functionsCOUNT function ‘COUNTA function ‘ COUNTBLANK function, COUNTIF . function	hours ३	12
			) Functions for time and dateNOW, TODAY, TIME (	hours ३	13
			Logical and conditional functions (conditionalIF function, AND ‘ function OR function	hours ३	14
			LARGE andSMALL ‘ functionDATEDIF ‘ functionLEFT ‘functionRIGHT function ‘LEN function ‘UPPER function ‘LOWER function ‘REPT function ‘SQRT function ‘POWER function .	hours ३	15
			Financial functions (function for calculating the present value of moneyPV ‘. function for calculating the future value of moneyFV		
20. Course evaluation					
marks distributed over the semester, including a semester exam, participation, attendance, and absence ° ‘					

21. Learning and teaching resources	
Mandatory for teaching preparation	Required textbooks (methodology, if any)
[1] Al-Mustafa Science Series, Basics of Computers and the Internet, “Office ٢٠١٠, Dr. Ziyad Muhammad Abboud, Dar Al-Doctor for Publishing and Distribution, Baghdad, ٢٠١٣	Main references (sources)
_Iraqi scientific academic journals	Recommended supporting books and references (scientific journals, (...reports
[2] Microsoft Excel ٢٠١٠, official company website www.microsoft.com	Electronic references, Internet sites

Course description for materials management

1. Course name : Materials Management					
2. : Course Code					
3. Semester/Year : Semester					
4. Date of preparation of this decision : ٣/٢٦/٢٠٢٤					
5. Available attendance formats : seminar rooms					
6. Number of credit Hours (Total) / Number of Unit (Total)hours ٣٠					
7. : Name of the course administratorM. Ali Nassif Sabr					
Course objectives .^					
			Introduction to materials management and its importance- The student acquires intellectual skills that he can harness in his study of the scientific course- Expanding the student's scientific - awareness when linking different cognitive information and then applying it		
9. Teaching and learning strategies					
1- gain experience and knowledge in subject management 2- Knowledge of methods And the ways And the sources To improve materials management 3- Developing the student's management skills by representing theoretical material with examples of practical reality				Strategies	
10.Course structure					
Evaluation method	Learnin ng method	Unit or subject name	Required learning outcomes	hours	the week

		What is the function of ? purchasing Objectives of the purchasing function - job tasks the purchase	A- Cognitive B- skills C - Personal skills and responsibility D- Analytical and communication skills	۲	the first
		Two types of purchasing in the field of business The importance of the - purchasing function - Organizing the function Purchasing – Subordination and Organizational Level For the purchasing function independence of the – purchasing function	=	۲	the second
		Size and organizational form of the purchasing function responsibilities and authorities of the purchasing function	=	۲	the third
		Internal organization of the purchasing function as a unit Administrative - the workforce in the purchasing system (function)	=	۲	the fourth
		The relationship of the purchasing function to the organization's functions Centralization and – Other decentralization in purchasing Central purchasing - management authorities	=	۲	Fifth
		Purchasing strategies	=	۲	VI
		the first exam	=	۲	Seventh

		Determine the economic size of the purchase order Factors affecting the determination of the economic size of a purchase order - elements of calculating the size Economic purchase order	=	۲	VIII
		Methods for determining the economic size of an order Purchasing - accounting method - method fatalism	=	۲	Ninth
		What is the function of storage and its importance definition With the function of storage the importance of storage and the reasons for its need	=	۲	The tenth
		Types of warehouses - organizing the storage function - responsibilities (tasks) of the storage function And its powers	=	۲	eleventh
		Organizational (administrative) dependence on a job Storage - The relationship storage function to function The other organization	=	۲	twelveth
		Organizational structure of the warehousing function - employees In stores	=	۲	Thirteenth
		Centralization and – decentralization in storage Combining centralization and decentralization in	=	۲	fourteenth

		storage			
		Second exam	=	٢	Fifteen h
11.Course evaluation					
.١٢ Learning and teaching resources					
			Materials management (purchasing and (storage from a quantitative perspective Written by: Dr. Omar Wassef Aqili - Dr. - Moneim Zamzir Al-Moussawi D. Qahtan Badr Al-Abdali)٢٠١٢(		

1.	: Course Name
	Commercial Law
2.	: Course Code
3.	Semester / Year : -1
	TheSemester
4.	The date this description was prepared is ٢/٢٠/٢٠٢٤
5.	Available forms of attendance:
	class lectures
6.	:Number of study hours (total)/number of units (total)
	hours per week ٣
7.	Course administrator's name (mention all, if more than one name)
	Name : M.D. Zainab Yassin Abdel Khader

Name : M. M. Yasmine Najm Abdullah Al-Saad

8. Course objectives

Developing intellectual skills for - analyzing and recording to arrive at solutions - Developing the skills of being able to find solutions for the subject Familiarity with all laws related to administration	- Familiarize students with the concept of commercial law in its prescribed vocabulary - Identify companies and their types - Introduction to commercial papers
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9. Teaching and learning strategies

- .Education strategy collaborative concept planning - .Teaching strategy brainstorming - . basic rules of corporate management ‘Education strategy	The strategy
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10. Course structure

Evaluati on method	Learn ing method	Unit or subject name	Requi red learn ing outco mes	hours	the week
		- introduction - An introductory introduction to law in general and the law Commercial in particular and its branches and divisions Scientific division of sources of commitment and types of contracts			١ ٢ ٣

Exam ١		The five sources of commitment ·(contract, unilateral will Illegal work, earning without reason . (law The scope of the law and business . theories and their types Commercial business according to the Iraqi trade law . No. ٣٠ of ١٩٨٤			٤ ٥ ٦ ٧
Exam ٢		The merchant and the conditions for . acquiring merchant status To register in the commercial registry and remove the registration from it . Penalty for breach of registration Taking a trade name and distinguishing it from others and the . consequences of taking it The concept of companies in general their types and conditions The company acquires a legal . personality Establishing financial companies and objecting to a decision . Registrar of companies			٨ ٩ ١٠ ١١ ١٢
final exam		Types of commercial papers			١٣ ١٤

		.(commercial transfer, bond) . (For the order, the instrument - General discussions on the topic - Solving questions as a general review of the material			١٥
11. Course evaluation					
marks for first semester exams . ٢٠ marks for ٢٠ : Distribution is as follows second semester exams . ١٠ daily contributions, reports, and daily oral exams . ٥٠ marks for final exams					
12. Learning and teaching resources					
Commercial law book			Required textbooks (methodology, if any)		
			Main references (sources)		
			Recommended supporting books and references (scientific journals, (...reports		
			Electronic references, Internet sites		

13. : Course Name
Baath Party crimes
14. : Course Code
15. Semester / Year : -I

TheSemester	
16. Date this description was prepared ٢/٢٠/٢٠٢٤	
17. Available forms of attendance: class lectures	
18. :Number of study hours (total)/number of units (total) 2An hour a week	
19. Course administrator's name (mention all, if more than one name) : Name : M. Dr.. Zainab Yassin Abdel Khader Em zainab.ramathy@uobasrah.edu.iq	
20. Course objectives	
Identifying the types of violations - of international law -Definition of the transitional stage	- Students become familiar with the crimes of the defunct Baath Party - Getting to know the previous political regimes in Iraq - Learn about the defunct Baath Party regime
21. Teaching and learning strategies	
- Educational strategy planning The collaborative concept of a bygo . era - . Strategy for teaching research and exploration - . A strategy for revealing facts about a previous regime	The strategy
22. Course structure	

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Exam ١		- introduction			١
		- An introduction to the political systems in Iraq			٢
		The Baathist regime's violation of public rights and freedoms			٣
		The impact of the Baathist regime's behavior on society and its control over the state			٤
		The impact of the transitional period in combating authoritarian politics			٥
Exam ٢					٦
		The psychological field and the social field			٧
					٨
					٩

final exam		Religion and state, culture, media and the militarization of society			١٠
					١١
		The impact of repression and wars on the population			١٢
		The use of internationally prohibited weapons and environmental pollution			١٣
		Scorched earth policy and forced migration			١٤
		Destruction of the agricultural environment, animals, and radioactive contamination			١٥
		Mass graves and bombing of places of worship			

		General discussions on .facts from reality			
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23. Course evaluation

First monthly exam score . ۲۰ Exam score Second ۲۰ : Distribution is as follows
month . ۱۰ daily contributions, reports, and daily oral exams . ۵۰ Score for final
exams

24. Learning and teaching resources

Platform for the crimes of the defunct Baa Party	Required textbooks (methodology, if any)
	Main references (sources)
	Recommended supporting books and references (scientific journals, (...reports
	Electronic references, Internet sites

8. Course name: Intermediate Accounting

9. Course Code

10.Semester/Year : Semester

11.The date of preparation of this decision is ۳/۲۴/۲۰۲۴

12.Available forms of attendance: Attendance**13.study hours (total) / number of units (total)****hours per semester, ʹ hours per week ʹ .****14.Name of the course administrator****Dr.. Ali Majid Hadi****Course objectives .^**

The student acquires knowledge of accounting topics and deals with them theoretically and practically

The student gains experience in the field - of knowledge of accounting principles and preparing final accounts

Giving the student experience in dealing - with settlement operations, which is considered a necessity in the field of accounting work

12.Teaching and learning strategies

Daily tests for students

Exercises and activities within the lesson -

Guiding students to the latest sources in addition to the findings of - professional bodies in the field of accounting work

Strategies**13.Course structure**

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the view

					Week
Weekly , monthl y, ,daily partici pation Interac tive , and the end-of- year . exam	to explain Subject And do I work Tests Daily I students inside the line Academic And guidance Students to Latest Sources	Conceptual framework of financial accounting	Acquiring skill and ability in accounting treatments	hours ʘ	1
		Conceptual framework of financial accounting		hours ʘ	2
		Income statement		hours ʘ	3
		Financial line items for income statement		hours ʘ	4
		Income statement preparati formulas		hours ʘ	5
		Bank compliance stateme		hours ʘ	6
		Bank compliance stateme	The ability to - prepare final accounts and prepare settlement entries	hours ʘ	7
		Bank compliance stateme		hours ʘ	8
		Constraint adjustments		hours ʘ	9
		Constraint adjustments		hours ʘ	10
		Constraint adjustments		hours ʘ	11
		Accounting for debtors		hours ʘ	12
		Accounting for debtors		hours ʘ	13
			The ability to - deal with accounting topics theoretically and practically		14
					15
					16
					17

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14.Course evaluation

The distribution is as follows : ٥٠ marks for monthly exams, the number of exams is two, .each exam has ٢٠ marks, ٥ marks for activity and ٥ for attendance

١٢ Learning and teaching resources

	Cost Accounting Intermediate Accounting D. Bushra Al-Taie

1. : Course Name

Market research	
2. : Course Code	
3. Semester / Year : -I	
The second course	
4. Description Preparation Date:	
02/14/2024	
5. Available forms of attendance:	
class lectures	
6. :Number of study hours (total)/number of units (total)	
An hour a week One hour for the course - ٢٣٠	
7. Course administrator's name (mention all, if more than one name)	
: Name : A.M. Raafat Awwad Musa Jaafar Email raafat.musa@uobasrah.edu.iq	
8. Course objectives	
Providing the student with knowledge and information about the theoretical .١ . framework of marketing research Striving for the student to acquire applied skills and abilities In the field of .٢ . . field practice of marketing research	
9. Teaching and learning strategies	
	The strategy

10. Course structure

Exams and assessments	Reading at the source	the topic	the date	the week
		Chapter ١ (Introduction to Marketing Research) Marketing information system, the importance of the marketing information system the components of the research as one of marketing information system , determinants of conducting marketing research		١
		The concept and definition of marketing research and its importance, Marketing research as one of the components of the marketing information system, classification of marketing research		٢
		The relationship between strategic marketing planning and marketing research planning, the tasks of marketing research in analyzing the current marketing situation - designing the marketing strategy - developing the marketing . program - implementation and strategic control		٣
		Chapter ٢ (Marketing Research Design) Meaning in research design, steps of marketing research design, general classification that can be adopted in research design , exploratory design		٤
		Critical design - descriptive research, cross-sectional design, longitudinal designs, causal research, case study, The relationship between . exploratory, descriptive and causal research		٥
		The quantitative method and the qualitative method that can be adopted in designing marketing research, and the possible errors that may occur in the process of designing marketing research		٦
the exam ١				٧

		Chapter ٣ (Steps for conducting marketing (research The organization's directions in conducting marketing research , Orientation towards the consumer, orientation towards business organisations General steps in conducting marketing research		٨
		The meaning of the marketing problem, the limits of the problem, formulation of the marketing research problem , possible errors in defining the problem, the relationship between . marketing decision and marketing research		٩
		The objectives of conducting the research and their determination by the researcher, the formulation of research hypotheses , the meaning, structure, types and distinctive .characteristics of a good research hypothesis		١٠
Exam ٢				١١
		Chapter ٤ (Collecting primary data) Definition of primary data, methods of collecting data via communication - electronic - mail - personal interviews - telephone , observational surveys , classification of forms of observation, advantages and limitations of using the .observation method		١٢
		Definition of the survey or questionnaire, characteristics of a good questionnaire, steps of survey design, types of questionnaire and types . of questions		١٣
		Chapter ٥ (Secondary Data) The meaning and use of secondary data, advantages and limitations of using secondary data, criteria adopted in evaluating the use of secondary data, The primary internal sources for obtaining secondary data, the main external sources that can be relied upon for obtaining secondary data for the purposes of marketing . research		١٤
		Chapter ٦ (Marketing Research Report and (Research Ethics		١٥

		The main reasons for writing the report for marketing research, the conditions required for writing the report, steps for submitting and presenting the report for marketing research, preparing and writing the report through its main . contents , and oral presentation of the report		
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End of semester exam

11. Course evaluation

Distribution is as follows : ◦ Monthly and daily exam scores and attendance . ◦ Score for the final exam

Learning and teaching resources

	Required textbooks (methodology) (if any)
Marketing research: foundations and cases Mr. Dr . Thamer Al-Bakry Ithra Publishing and Distribution - Jordan ٢٠٠٩) Marketing management: contemporary trends Prof. Dr. Abdel Reda Faraj Badrawi - Raafat Awad Mousa Dar Al-Ayyam Publishing and Distribution (Jordan ٢٠٢١)	Main references (sources)
	Electronic references, Internet sites

25.Course Name: organizational behavior

26.Course Code:

27.Semester / Year:2023/2024					
28.Description Preparation Date:					
29.Available Attendance Forms:					
Class lectures					
30.Number of Credit Hours (Total) / Number of Units (Total)					
45 hours\3unts					
31.Course administrator's name (mention all, if more than one name)					
Name: Dr. Hadi Abdul- Wahab AL- Abrow Email: hadi.abdulimmam@uobasrah.edu.iq Name: Assistant teacher Nargis Aqeel Email: nargs.akeel@uobasrah.edu.iq					
32.Course Objectives					
Course Objectives		1. Provide the student with information about the importance of theories organizational behavior and their impact on the personality of individuals. 2. Provide the student with information about the main components of the important organizational behavior that influence both people and organizations. 3. Developing students' skills to deal with the main challenges that face organizations. —			
33.Teaching and learning strategies					
Strategy	1. reading book 2. Discussions 3. Case study				
34. Course Structure					
Week	Hours	R eq ui re d Le	Unit or subject name	Learning method	Eva luat ion met hod

		Learning Outcomes				
15	1- The concept of organization behavior, definition of organizational behavior and its relationship to other sciences. 2- Informing students about the importance of theories of organizational behavior. 3- personality concepts and theories 4- Perception: Factors affecting perception and social aspects 5- Attitudes, the concept of forming attitudes, obstacles to modifying trends. 6- Measure in attitudes. 7- Perception, factors affecting perception and the dynamics of perception. 8- Factors affecting perception, social aspects of perception, obstacles to perception.	45 3 hours 3 hours 3 hours 3 hours 3 hours 3 hours 3 hours		Organizational behaviour	Discussion Role playing White board	Class participation, weekly and monthly exams and the end of the semester.

9- Work stress, the concept of work stress, the effects of work stress, the strategy for dealing with work stress.	3 hours				
10- organization Learning, definition, principles, elements and factors affecting learning.	3 hours				
11-Learning theories, reinforcement methods.					
12- Motivation and motivation theories of motivation,					
13-Definition, causes, characteristics, levels, migration and effects of catalysis.	3 hours				
14-Organizational conflict, definition and concept	3 hours				
15-Methods of organizational management	3 hours				
	3 hours				
	3 hours				
	3 hours				

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35.Course Evaluation

36.Learning and teaching resources	
Required textbooks (curricular books, any)	Organizational Behavior by Dr.Hseen Hareem
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

13. Intellectual Capital Management : Course name
Intellectual capital management in business organizations
14. : Course Code
15. Semester / Year : Quarterly
1-
16. Description Preparation Date: 02/22/2024
17. Available forms of attendance:
class lectures
18. :Number of study hours (total)/number of units (total)
hours . ʹsemesterly . ʹ An hour a week
19. Course administrator's name (mention all, if more than one name (
: Name : Prof. Dr. Rasha Mahdi Saleh Al-Khafaji Emailrasha.salih uobasrah.edu.iq
20. Course objectives

• • •	1- Providing students with the skill . ideas of applying new 2 – Expanding creativity and .innovation skills Renewal 3 Explaining the most important - modern ideas and tremendous technical developments that contributed to reshaping human resources in contemporary . organizations				
21. Teaching and learning strategies					
-1 .Brainstorming education strategy -2 Education Strategy Notes Series					The strategy
22. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week

Monthly and participative interaction and the end-of-semester exam	Explanation of the scientific material	The philosophical foundations of intellectual capital	Providing students with the skills of analysis, theorizing and application	hour ۲	1
		The beginnings of the emergence of intellectual capital		hour ۲	2
		Introductions to the study of intellectual capital		hour ۲	3
		Summarize the most important ideas presented during the lectures		hour ۲	4
		Linking ideas with students' opinions		hour ۲	5
				hour ۲	6
				hour ۲	7
				hour ۲	8
				hour ۲	9
				hour ۲	10
				hour ۲	11
				hour ۲	12
				hour ۲	13
				hour ۲	14
				hour ۲	15

23. Course evaluation	
Distribution is as follows : ٢٥ Score of monthly and daily exams for the first semester . ٢٥ Score of monthly and daily exams for the second semester . ٥٠ Score for final exams	
24. Learning and teaching resources	
	Required textbooks (methodology, if any)
Al-Enezi, Saad Ali, and Saleh, Ahmed Ali, (٢٠٠٩), Intellectual Capital Management in Business Organizations, Al-Yazouri Scientific Publishing and Distribution House.	Main references (sources)
	Recommended supporting books and references (scientific journals, (...reports
	Electronic references, Internet sites

Course description for intermediate accounting course

15.Course name: Intermediate Accounting
16.Course Code
17.Semester/Year : Semester
18.The date of preparation of this decision is ٣/٢٤/٢٠٢٤
19.Available forms of attendance: Attendance

20.study hours (total) / number of units (total)

hours per semester, ٢ hours per week ٣٠

21.Name of the course administrator

Dr.. Ali Majid Hadi

Course objectives .^

The student acquires knowledge of accounting topics and deals with them theoretically and practically
The student gains experience in the field - of knowledge of accounting principles and preparing final accounts
Giving the student experience in dealing - with settlement operations, which is considered a necessity in the field of accounting work

15.Teaching and learning strategies

Daily tests for students
Exercises and activities within the lesson -
Guiding students to the latest sources in addition to the findings of - professional bodies in the field of accounting work

Strategies

16.Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week

					k
Weekly , monthl y, ,daily partici pation Interac tive , and the end-of- year . exam	to explain Subject And do I work Tests Daily I students inside the line Academic And guidance Students to Latest Sources	Conceptual framework o	Acquiring skill and ability in accounting treatments 		

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17.Course evaluation

The distribution is as follows : ٥٠ marks for monthly exams, the number of exams is two, .each exam has ٢٠ marks, ٥ marks for activity and ٥ for attendance

١٢.Learning and teaching resources

	Cost Accounting Intermediate Accounting I Bushra Al-Taie
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third stage

22.Course Name	
project management	
23.Course Code	
24.Semester/year	
Semester	
25.The date this course was prepared	
31/7/2024	
26.Available attendance forms	
Weekly/theoretically	
27.study hours (total) / number of units (total)	
= Total number of hours45 = hours / number of units 3	
28.Name of the course administrator	
: Name: A.M. Zaid Sadiq Majid Email zaid.majid@uobasrah.edu.iq	
Course objectives .^	
Providing the student with the necessary knowledge to manage new projects for the purpose of solving a problem or achieving a specific goal , and enabling the student	Objectives of the study subject (project (management

to make the decision to choose the best project from an economic standpoint and the ability to schedule the implementation of project activities , monitor and resolve conflicts within projects , and then .terminate the projects	
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18. Teaching and learning strategies

1- Lectures 2- Style of dialogue and discussions 3- Brainstorming method 4- Reports 5- Legendsdata show 6- Analysis of case studies	Strategies
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19. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Interaction, answering questions and discussion	Lectures	Projects in the contemporary business environment	theoretical	۳	the first
Interaction, answering questions and discussion	Lectures	Project life cycle	theoretical	۳	the second
Interaction, answering questions and discussion	Lectures	Project selection	theoretical	۳	the third
Interaction, answering	Lectures	project management	theoretical	۳	the fourth

questions and discussion					
Interaction, answering questions and discussion	Lectures reports +	Project manager career path	theoretical	۳	Fifth
Answer exam questions	Exam	Project organization	theoretical	۳	VI
Answer exam questions	Exam	Project plan	theoretical	۳	Seventh
Interaction, answering questions and discussion	Lectures case + study analysis	Project scheduling	theoretical	۳	VIII
Interaction, answering questions and discussion	Lectures	Project scheduling methods	theoretical	۳	Ninth
Interaction, answering questions and	Lectures	Conflict management in the project	theoretical	۳	The tenth

discussion					
Interaction, answering questions and discussion	Lectures	Project conflict resolution tools	theoretical	۳	eleventh
Interaction, answering questions and discussion	Lectures	Project oversight	theoretical	۳	twelveth
Interaction, answering questions and discussion	Lectures	Oversight of project assets	theoretical	۳	Thirteenth
Interaction, answering questions and discussion	Lectures	Finish the project	theoretical	۳	fourteenth
Answer exam questions	Exam	Exam	Exam	۳	Fifteenth

20.Course evaluation

Participation in lectures , posts, and discussions = ۵

Daily attendance = ۵

First exam rating = ۲۰

Second exam rating = ۲۰

Final rating = ۵۰

۱۲ Learning and teaching resources

Contemporary Project Management (Written by Dr. Musa Ahmed Khairuddin , second edition , ۲۰۱۴)	Required textbooks (methodology, if any)
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Principles of project management - Haitham Hegazy - ١	Main references (sources)
Public Projects Management - Dr. Abdul Sattar Ali - ٢	
	Recommended supporting books and references (scientific (...journals, reports
https://www.noor-book.com/?search_for=%D8%AA%D9%83%D9%86%D9%8%D9%84%D9%88%D8%AC%D9%8A%D8%A7+%D8%A7%D9%84%D9%85%D8%B9%D9%84%D9%8%D9%85%D8%A7%D8%AA+%D8%A7%D9%84%D8%A7%D8%AF%D8%A7%D8%B1%D9%8A%D8%A9	Electronic references, Internet sites

Course description for financial management

29.Course Name	
Financial Management	
30.Course Code	
31.Semester/year	
32.The date this course was prepared	
2023-2024	
33.Available attendance forms	
Built-in electronic presence	
34.study hours (total) / number of units (total)	
45 hours/number of units 3	
35.Name of the course administrator	
A.M.D. Nada Abdel Qader Abdel Sattar	
Course objectives .^	
	Learn about financial management, its goals, and its relationship with other sciences-
	Learn about the financial analysis of balance -

sheet statements and income statements
How to measure tax and extinction rates -

21. Teaching and learning strategies

Giving lectures, group discussions, and interactive participation
Weekly, monthly and Semestertests

Strategies

22. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Participation and interaction	View/examples	Field of financial management		۳	۱
Participation and interaction	View/examples	Chief Financial Officer		۳	۲
Participation and interaction	View/examples	Financial management decisions		۳	۳
Participation and interaction	View/examples	Basics of financial statements		۳	۴
Participation and interaction	View/examples			۳	۵
Participation and interaction	View/examples	Cash flow analysis		۳	۶
Participation and interaction	View/examples	Monetary cycle		۳	۷
Participation and interaction	View/examples	Tax analysis		۳	۸
Participation	View/examples			۳	۹

and interaction	es				
Participation and interaction	View/examples	Analysis of extinction and tax savings		٣	١٠
Participation and interaction	View/examples	Financial performance analysis		٣	١١
Participation and interaction	View/examples	Analysis of financial indicators		٣	١٢
Participation and interaction	View/examples			٣	١٣
Participation and interaction	View/examples	Introductions to financial planning		٣	١٤
Participation and interaction	View/examples	Break-even and leverage analysis		٣	١٥

23.Course evaluation

80degrees

١٢ Learning and teaching resources

	Muhammad Ali Al-Amiri / Modern - ١ Financial Management , ٢٠١٠, Ithraa Publishing House
	Muhammad Ali Al-Amiri / Advanced -٢ Financial Management, ٢٠١٠, Ithraa Publishin House

1. : Course Name

Operations Research	
2. : Course Code	
3. : Semester / Year	
Semester	
4. Description Preparation Date:	
٢٠٢٤/١٥/٣	
5. Available forms of attendance:	
class lectures	
6. :Number of study hours (total)/number of units (total)	
45 An hour semesterly . ٣ hours per week	
7. Course administrator's name (mention all, if more than one name)	
: Name : M.M. Basil Jabbar Ajeel Email basil.jabbar@uobasrah.edu.iq	
8. Course objectives	
	Providing students with the skill of -١ applying quantitative methods for operations research Providing students with new ideas and -٢ refining their skills Expanding students' abilities to analyze -٣ and draw conclusions
9. Teaching and learning strategies	
1- .Educational strategy, collaborative concept planning 2- .Brainstorming education strategy 3- Education Strategy Notes Series	The strategy

10. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Tests and exams	Lectures	Research	.Basic concepts of operations research	3	١
		Process	. programming formulation	3	٢
			Formulate the problem using a linear .programming method	3	٣
				3	٤
			The binary problem	3	٥
			Solve the mathematical model .graphically	3	٦
			Solve the mathematical model using theSimplex method .	3	٧
			.Transport models	3	٨
			Exam	3	٩
			Choose the most acceptable basic solution in the critical path method	3	١٠
				3	١١
			Choosing the basic acceptable solution . using the factorial method	3	١٢
			.Personalization problem	3	١٣
			.Project Scheduling (PERT Network)	3	١٤
			Using probabilities in aPERT network .	3	١٥
			Statistical analysis of business		

			.networks		
			Exam		
11. Course evaluation					
marks for monthly and daily exams for the first semester . ٢٠ marks for ٢٠ monthly and daily exams for the second semester . ٠٠ marks for final exams					
12. Learning and teaching resources					
Operations Research - Hamdi Taha			Required textbooks (methodology, if any)		
			Main references (sources)		
			Electronic references, Internet sites		

13. : Course Name
Bank management
14. : Course Code
15. Semester / Year : -1
Semester (course)
16. Description Preparation Date:
٤ ٢٠٢/١٦/٠٣
17. Available forms of attendance:
class lectures
18. :Number of study hours (total)/number of units (total)
Semester (١٠ weeks) / ٣ hours per classroom / ٤٠ hours
19. Course administrator's name (mention all, if more than one name)
:the name Mr. Dr . Orouba Rashid Ali Al- Badran

: Email orooba.ali@uobasrah.edu.iq

20. Course objectives

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-
-

1- General objective: Identify the nature of the banking system and its basic role in the requirements of the economic and social development process. In addition to knowing the recent trends in the uses of bank funds, their sources of financing, and how to evaluate the performance of .banks

2- Special objective (basic details of the study material): One of the basic tasks of this course is to provide students with a comprehensive set of theoretical and applied skills and knowledge for financial and banking sciences through reviewing theoretical concepts about commercial financial and banking institutions, whether traditional or specialized, in addition to concepts about (central bank management).). How to manage money and its uses, methods of financing and investment, and means of creating money or deposits, in addition to how to prepare bank financial statements (budgets, profits and losses), learning about electronic banking and comprehensive banking, how to

	manage the bank's assets and liabilities, knowing the bank's profitability and the nature of bank credit and banking investments, In addition to learning about banking information systems, banking financial crimes, and other .modern banking concepts				
21. Teaching and learning strategies					
1- .Educational strategy, collaborative concept planning 2- .Brainstorming education strategy 3- . Education Strategy Notes Series					The strategy
22. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week

Questions - ١ and discussions	Explain ing the scientif ic materia l through the lecture	An overview of commercial bank management	Explaining - tpecnoc eht of laicremmoc dna sknab their characteristi . cs	three hours	1
Semester - ٢ exams	- ٢ Succes sful real- life exampl es and experie nces	Specialized banks	Species - Drains (Industrial - Agricultural - Real (Estate	three hours	٢
End of - ٣ course exam	- ٣ Share ideas in order to apply what has been learned	Central bank concept Origins and characteristics	The concept of the central bank	three hours	٣
		Central bank budget The ten steps	Its origin and characteristi cs	three hours	٤

		Commercial bank balance sheet	Liabilities (Liabilities) For assets assets)	three hours	5
		Assets (uses of commercial bank funds	Liabilities sources of) commercial (bank funds Deposits-	three hours	6
		Basics of allocating funds concept -) (importance	balances - discounted remittance portfolio Loans and - advances	three hours	7
		Managing the capital owned in the commercial bank	Approaches to allocating funds distributing) the sources of funds according to the uses of the funds	Semester exam	8

		Measuring the quality or strength of the capital owned in the commercial bank		three hours	9
			Proprietary capital/concept and functions	three hours	10
		Deposit management	The ratio of owned capital to total assets		
		Factors affecting the instability of bank deposits	The ratio of - capital owned to risky assets	three hours	11
			The concept of deposits and their types	three hours	12
		The bank's objectives and the	Competition between banks to		

		basis for operating the bank's resources/liquidity and profitability	obtain .deposits Seasonal - fluctuations Cyclical - fluctuations (economic cycle)	three hours	13
		Banking risk management			
		Loan granting procedures	Banking liquidity management banking liquidity Factors - affecting liquidity	three hours	14
			credit management the concept - of loans and their types	three hours	15

			Studying loan applications analyzing - the customer's financial position - inquiring about the applicant		End of course exam
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23. Course evaluation

Distribution is as follows : ٢٠ marks for the first exam, ٢٠ marks for the second exam, ٥ marks for participation, ٥ marks for attendance = ٥٠ final , ٥٠ = ١٠٠

24. Learning and teaching resources

1. Bank management and the privacy of banking / Dr. Abdul Salam Lafta Saeed - University . of Baghdad ٢٠٢٤ 2. Banking Management: Dr. Reza Sahib and Dr. Faiq Mishal Al-Jubouri / Ibn Al-Atheer for Printing and Publishing / .University of Mosul ٢٠١٨ 3. Introduction to financial and	Required textbooks (methodology, if any)
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banking sciences: Dr. Hisham Jabr / Birzeit University / .Palestine ١٩٩٩ 4. Banking Management: Khalil Al-Shamaa / Al-Zahraa Press - .Baghdad - ١٩٧٤ 5. Banking operations: Khaled Amin Abdullah / Dar Wael / .Amman - ٢٠٠٩ 6. Bank management, a contemporary quantitative and strategic approach: Falah Al-Husseini and Moayed Al-Douri: .Dar Wael, Amman, ٢٠٠٠	
1. Banking Management: Dr. Sadiq .Al-Shammari ٢٠٠٨ 2. Banking Management: Munir .Ibrahim Hindi, ٢٠٠٦ 3. Banking Management: Dr. Ziad Ramadan and Mahfouz Gouda .٢٠٠٦ 4. Banking Business Administration: Ziad Ramadan .١٩٩٧ 5. Commercial Banking Management - Introduction to Risk Management - Dr. Asaad Hamid Al-Ali, Mutah University ٢٠١٣ - 6. Banking operations and risk management - Dr. Shaaban Faraj University of Bouira - ٢٠١٤ -	Main references (sources)

Rose, Peter S., 2000, Commercial Bank Management, Fifth ed. McGraw Hill	Recommended supporting books and references (scientific journals, (...reports
world wide web	Electronic references, Internet sites

36.: Course Name	
Strategic management For third year students in the Department of Business Administration	
37.Course Code	
38. Semester/year	
Semester for the academic year ٢٠٢٣-٢٠٢٤	
39.Description preparation Date:	
٢٠٢٣/١/١٠	
40.: Available attendance forms	
class lectures	
41.Number of credit Hours (Total) / Number of Unit (Total)	
hours per year , ٣ hours per week ٤٥	
42.Name of the course administrator	
Hamid Abdel Abbas M.D. Abbas Abdelabbas.abdulhameed@uobasrah.edu.iq	
Course objectives .^	
	1. Providing students with scientific, academic and applied knowledge about concepts The goals and practices of contemporary strategic management in organizations .Of various kinds 2. . organizations operate 3. Providing students with new and creative ideas regarding the vocabulary of the academic .subject
24.Teaching and learning strategies	
1. Collaborative concept planning strategy 2. Brainstorming strategy	Strategies

3. Note series strategy

25.Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Oral and written examinations and daily participation	Lectures	Strategic management	The concept and importance of strategic management	3	1
				3	2
			Strategic managers and components of strategic management	3	3
				3	4
			Strategic direction	3	5
				3	6
			Vision and mission of the organization	3	7
				3	8
			strategic goals	3	9
			Strategic analysis of external environment factors	3	10
				3	11
			Strategic analysis of the industry environment	3	12
				3	13
			Strategic analysis of internal environmental factors	3	14
				3	15
			Value chain analysis	3	16
				3	17
			Determine the strategic position	3	18
				3	19
			Business portfolio analysis mode	3	20
				3	21
			Strategic alternatives at the	3	22

			organization level Strategic alternatives at the business unit level Strategic implementation Strategic oversight		9
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26.Course evaluation

marks for monthly and daily exams, ١٠ marks for participation and attendance, ٥٠ ٤٠ marks for the final exam

١٢ Learning and teaching resources

Strategic management - concepts, processes and case studies Dr.. Zakaria Mutlaq Al-Duri	Required prescribed books
Electronic sources and references available the Internet Of all kinds	Electronic references

25. : Course Name

Strategic thinking

26. : Course Code

27. Semester / Year : -1

Semester

28. Description Preparation Date:	
٤٢٠٢/١٦/٠٣	
29. Available forms of attendance:	
class lectures	
30. :Number of study hours (total)/number of units (total)	
hour Two hours a week ٣٠	
31. Course administrator's name (mention all, if more than one name)	
Name : M. M. Muhammad Abdel Reda Faraj Badrawi	
: Email lec.mohammed.albadulridha@uobasrah.edu.iq	
32. Course objectives	
• • •	Providing students with the skill -١ strategic thinking of applying -٢ Introducing the importance of thinking for organizations 3 Clarifying the most important - modern ideas and successful real-life examples of applying strategic thinking
33. Teaching and learning strategies	
1- .Educational strategy, collaborative concept planning 2- .Brainstorming education strategy 3- Education Strategy Notes Series	The strategy

34. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Questions - ۱ and discussions Semester - ۲ exams End of - ۳ course exam	Explain ing the scientif ic materia l through the lecture	Concept of thinking	- Explainin g and clarifying the concept of thinking	Two hou	1
	- ۲ Succes sful real- life exampl es and experie nces	The difference between strategic thinking and strategic planning	- Clarifying the confusion between the two concepts	Two hou	۲
	- ۳ Share ideas in order to apply what has	Elements of strategic thinking		Two hou	۳
		Purposes of strategic thinking	Elements upon which thinking is based	Two hou	۴
		The ten steps		Two hou	۵
		Absence of thought			
		Benefits of thinking	The purpose of thinking	Two hou	۶

	been learned				6
		Thinking patterns	Practice thinking in ten steps	Two hou	7
		Models of strategic thinking	Damage caused by lack of thinking	Two hou	8
		Entrances		Chapter exam	9
		Hats	How does thinking develop business organizations	Two hou	10
		Creating ideas			
		Developing thinking in business organizations		Two hou	11
		I think	Different ways of thinking of strategic leaders	Two hou	12
			Models that can be applied to adopt the strategic	Two hou	

			thinking process	Two hou	13
			The most important approaches to strategic thinking	Two hou	14
			Strategic thinking hats and how to practice	Two hou	15
			How to create new ideas that evolve from reality	Two hou	End of course exam
			How to develop thinking		
			Learn how to think strategically		

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35. Course evaluation

Distribution is as follows : ٢٠ marks for the first exam , ٢٠ marks for the second exam, ٥ marks for participation, ٥ marks for attendance = ٥٠ final , ٥٠ = ١٠٠

36. Learning and teaching resources

Prof. Dr. Fadila Salman Strategic Thinking ٢٠١١	Required textbooks (methodology, if any)
Nicholas 2010 Strategic thinking	Main references (sources)
Prof. Dr. Jassim Sultan, strategic thinking, getting out of the impasse	Recommended supporting books and references (scientific journals,reports

1. Course name : Business Economics					
Business economics					
2. : Course Code					
3. : Semester / Year					
Semester					
4. Description Preparation Date: ٢٠٢٤/١٧/٣					
5. Available forms of attendance:					
class lectures					
6. :Number of study hours (total)/number of units (total)					
hours per class ٣٠					
7. Course administrator's name (mention all, if more than one name)					
: Name : Dr. Mahmoud Qasim Dawood mahmood.dawood@uobasrah.edu.iq					
8. Course objectives					
• • •			✓ 1Introducing the student to the economic tools necessary for administrative decision-making ✓ the to Introducing the student economic environment in which the organization operates		
9. Teaching and learning strategies					
1- Economic analysis strategy					The strategy
2- Decision making strategy					
10. Course structure					
Evaluation	Learni	Unit or	Required learning outcomes	hours	the

method	ng method	subject name			we ek
participa tion Interacti ve		Business economy		۲۰۲۲/۱۸/۱۱	1
					2
			Introduction to business economics	۲۰۲۲/۲۵/۱۱	3
			Demand forecasting		
			Long-run production function, product equilibrium (opt		
			(inputs	۲۰۲۲/۱/۱۱	5
			Output investigation, cost minimization, return on scale		
			the exam		6
			Costs and revenues	۲۰۲۲/۸/۱۱	7
			Determining price in a perfectly competitive market		8
			Determining price in a monopolistic competition market		
			the exam	۲۰۲۲/۱۵/۱۱	9
			Determining price in an oligopolistic market		10
			Determining price in a monopoly market	۲۰۲۲/۲۲/۱۱	11
			Production planning and facility objectives		
			the exam		12
				۲۰۲۲/۲۹/۱۱	13
			The facility's balance in the case of the sales survey mode		14
			Comparison of the facility's balance		
			In the case of a sales survey form	۲۰۲۲/۱۲/۶	15
					vaca
				۲۰۲۲/۱۳/۱۱	n
					16
				۲۰۲۲/۲۰/۱۱	17
					18
				۲۰۲۲/۲۷/۱۱	19
					19

				٢٠٢٣/٣/٠١	20
					21
					22
					23
					24
					25
					26
					27
					28
					29
					30

11. Course evaluation

The distribution is as follows : ٤٠ marks for semester exams, plus ١٠ marks for class participation, and ١٠ marks for final exams

12. Learning and teaching resources

Business Economics: Dr. Falih Hassa Khalaf	Required textbooks (methodology, if any)
Managerial Economics: Dr. Kazem Jassim Al-Issawi	Main references (sources)
	Electronic references, Internet sites

43.Course name : Cost accounting

44.Course Code

45.Semester/Year : Semester

46.The date of preparation of this decision is ٣/٢٤/٢٠٢٤

47.Available forms of attendance: Attendance

48.study hours (total) / number of units (total)

hours per semester, ٣ hours per week ٤٥

49.Name of the course administrator

Dr.. Ali Majid Hadi

Course objectives .^

The student acquires knowledge of accounting topics and deals with them theoretically and practically
The student gains experience in the field - of knowing the types of costs, which helps in knowing the cost of the product according to the various classifications
Giving the student experience in dealing - with control and accounting processes for materials, wages, and industrial costs

27.Teaching and learning strategies

Daily tests for students
Exercises and activities within the lesson -
Guiding students to the latest sources in addition to the findings of - professional bodies in the field of accounting work

Strategies

28.Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
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Weekly , monthl y, ,daily partici pation Interac tive , and the end-of- year . exam	to explain Subject And do I work Tests Daily I students inside the line Academic And guidance Students to Latest Sources	Introduction to cost accounting	Acquire knowledge and skill in the field of cost accounting	hours ۳	1
		Cost concepts and classifications		hours ۳	2
		Control and accounting for the cost of materials		hours ۳	3
		Control and accounting for the cost of materials		hours ۳	4
		Control and accounting for the cost of materials		hours ۳	5
		Control and accounting for the cost of materials		hours ۳	6
		Control and accounting for the cost of materials		hours ۳	7
		Control and accounting for the cost of work		hours ۳	8
		Control and accounting for the cost of work		hours ۳	9
		Control and accounting for the cost of work		hours ۳	10
		Control and accounting for the cost of work		hours ۳	11
		Control and accounting for the cost of work		hours ۳	12
		Control and accounting for the cost of work		hours ۳	13
		Control and accounting for the cost of services		hours ۳	14
				hours ۳	15
			The ability - to deal with accounting topics		vacation
			Theoreticall y and practically		

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29.Course evaluation

The distribution is as follows : ٥٠ marks for monthly exams, the number of exams is two, each exam has ٢٠ marks, ٥ marks for activity and ٥ for attendance

١٢ Learning and teaching resources

Cost accounting d. Salah Al-Kawaz

50.Course Name

Project management applications

51.Course Code

52.Semester/year

Semester

53.The date this course was prepared

٢٠٢٤/٧/٣١

54.Available attendance forms

Weekly/theoretically

55.study hours (total) / number of units (total)

Total number of hours = ٤٥ hours / number of units = ٣

56.Name of the course administrator

: Name: A.M. Zaid Sadiq Majid Email zaid.majid@uobasrah.edu.iq

Course objectives .^

- (1) Clarifying the basic concepts of the program
- (2) Determine the duration required for the project and how to deal with holidays that occur during

Objectives of the study subject (Project (management applications

.the project's working days (3) Stopping projects in case of emergency , and compensating .for the suspension period (4) Drawing projects using Gantt .and grid methods (5) Determine working times, starting and ending each work day using the two-meal or one-meal method (6) Integrating the project activities to be completed with the available human and material .resources Dealing with any (V) amendment or new addition to the project	
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30.Teaching and learning strategies

7- Theoretical/practical lectures 8- Style of dialogue and discussions 9- Brainstorming method 10- Reports 11- Legendsdata show 12- Analysis of case studies	Strategies
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31.Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Interaction, answering questions	Theoretical practical	Microsoft Project What is a progra	Theoretical practical/	۳	the first

and discussion					
Interaction, answering questions and discussion	Theoretical/practical	Microsoft Project program benefits	Theoretical/practical/	۳	the second
Interaction, answering questions and discussion	Theoretical/practical	Get to know the program interface and its contents	Theoretical/practical/	۳	the third
Interaction, answering questions and discussion	Theoretical/practical	Starting the project	Theoretical/practical/	۳	the fourth
Interaction, answering questions and discussion	Theoretical/practical	Enter tasks and their data	Theoretical/practical/	۳	Fifth
Answer exam questions	Theoretical/practical	Set time, duration and tasks	Theoretical/practical/	۳	VI

Answer exam questions	Theoretical/practical	Prepare resources	Theoretical practical/	۳	Seven
Interaction, answering questions and discussion	Theoretical/practical	Assigns resources to tasks	Theoretical practical/	۳	VIII
Interaction, answering questions and discussion	Theoretical/practical	View details of subtasks and main tasks	Theoretical practical/	۳	Ninth
Interaction, answering questions and discussion	Theoretical/practical	Task division, tracking and updating	Theoretical practical/	۳	The tenth
Interaction, answering questions and discussion	Theoretical/practical	Find, replace, and format	Theoretical practical/	۳	eleven
Interaction, answering questions and	Theoretical/practical	Network analysis	Theoretical practical/	۳	twelve

discussion					
Interaction, answering questions and discussion	Theoretical/practical	Create reports	Theoretical practical/	۳	Thirteenth
Interaction, answering questions and discussion	Theoretical/practical	Print the project	Theoretical practical/	۳	fourteenth
Answer exam questions	Exam	Exam		۳	Fifteen

32.Course evaluation

Participation in lectures , posts, and discussions = ۵

Daily attendance = ۵

First exam rating = ۱۵

Second exam rating = ۱۵

Practical exam rating = ۱۰

Final rating = ۵۰

۱۲ Learning and teaching resources

	Required textbooks (methodology, if any)
unpublished book written by Assistant Professor Zaid Sadiq Majid	Main references (sources)
	Recommended supporting books and references (scientific (...journals, reports
	Electronic references, Internet sites

1. : Course Name	
Insurance Department	
2. : Course Code	
3. / the chapter	
courses	
4. The date this was prepared is 02/24/2024	
5. Available forms of attendance:	
class lectures	
6. : Number of study hours (total)/number of units (total)	
An hour ٤٠ semesterly . ٣ hours per week	
7. Course administrator's name (mention all, if more than one name)	
: Name : Wafa Ali Sultan Email	
Email: : wafaa.sultan@uobasrah.edu.iq	
	
8. Course objectives	
• • •	1- Providing students with the skill of applying risk and insurance management 2 – Expanding the skill of risk analysis and management 3 Explain H The work of -

			insurance companies		
9. Teaching and learning strategies					
1- .Educational strategy, collaborative concept planning				The strategy	
2- .Brainstorming education strategy					
3- Education Strategy Notes Series					
10. Course structure					
Evaluation method	Learning method	Unit or subject name		hours	the week
			Required learning outcomes		
Weekly, monthly, ‘daily participation Interactive and ‘the end-of-year . exam	Explaining the scientific material by explaining the scientific material and giving the most importa		Definition of risks,	۳	1
			types of risks	۳	2
				۳	3
			Insurance concept	۳	4
			The importance of insurance	۳	5
				۳	6
			Insurance contract	۳	7
			Elements of the contract	۳	8
			Characteristics of the insurance contract	۳	9
			Technical principles	۳	10

	nt		of holding	۳	11
	concept		Insurance	۳	12
	s in this		The principle of good	۳	13
	.regard		faith	۳	14
	-۲		And the insurance	۳	15
	Summa		interest	۳	vaca
	rizing		The principle of		n
	the		compensation and		
	most		participation		
	importa		The principle of		
	nt ideas		solutions and the		
	present		immediate cause		
	ed		Fire and theft		
	during		insurance		
	the		Personal accident		
	lecture		insurance		
			Cars Insurance		
			re Insurance		

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11. Course evaluation

Distribution is as follows : ٢٠ marks for monthly and daily exams for the first semester .
marks for final exams ٥٠ ٥٠ .

12. Learning and teaching resources

Risk and insurance management, Dr. Youssef Haji and others	Required textbooks (methodology, (any
	Main references (sources)
.	Recommended supporting books and references (scientific journals, (....reports
	Electronic references, Internet sites

13. : Course Name		
Feasibility studies		
14. : Course Code		
15. : Semester / Year		
Semester		
16. Description Preparation Date:		
٢٠٢٤/٣٠/٣		
17. Available forms of attendance:		
class lectures		
18. :Number of study hours (total)/number of units (total)		
30h		
19. Course administrator's name (mention all, if more than one name)		
: Name : M.M. Basil Jabbar Ajeel Email basil.jabbar@uobasrah.edu.iq		
20. Course objectives		
	1- Providing students with skills in how to conduct a feasibility study 2- Providing students with new ideas and refining their skills 3- Improving students' abilities to use financial indicators in the feasibility study	
21. Teaching and learning strategies		
1- .Educational strategy, collaborative concept planning	The strategy	
2- .Brainstorming education strategy		
3- Education Strategy Notes Series		

22. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Tests and exams	Lectures	Economic feasibility study	economic feasibility studies	2	١
			Types of economic feasibility studies	2	٢
				2	٣
			Data and information necessary for the feasibility study	2	٤
				2	٥
			Commercial profitability standards for projects	2	٦
			Cost/benefit analysis	2	٧
			Profitability criteria (partial methods)	2	٨
				2	٩
			Profitability standards (comprehensive methods)	2	١٠
				2	١١
			the first exam	2	١٢
			Profitability analysis under conditions of risk and uncertainty	2	١٣
			Demand, flexibility and their impact on the project	2	١٤
				2	١٥
			Performance evaluation in industrial facilities		
			The relationship between the performance of industrial and		

			economic establishments		
			Detailed presentation of capital projects		
			Applied cases for project evaluation		
			Second exam		
			End of semester exam		

23. Course evaluation

marks for monthly and daily exams for the first semester . ٢٥ marks for ٢٥ monthly and daily exams for the second semester . ٥٠ marks for final exams

24. Learning and teaching resources

Economic feasibility studies and evaluation	Required textbooks (methodology, if any)
Industrial projects - Medhat Al-Quraishi ٢٠٠٩	
	Main references (sources)
	Electronic references, Internet sites

Fourth stage

57.Course Name	
Production and operations management	
58.Course Code	
59.Semester/year	
Semester	
60.The date this course was prepared	
٢٠٢٤/١٣/٣	
61.Available attendance forms	
Weekly/theoretically	
62.study hours (total) / number of units (total)	
Total number of hours = ٤٥ hours / number of units = ٣	
63.Name of the course administrator	
: Name : A.M.D. Shatha Ahmed Alwan Email shatha.alwaan@uobasrah.edu.iq	
: Name : M.M. Prayer for the martyr of Habib Email doaa.shaheed@uobasrah.edu.iq	
Course objectives .^	
Understanding the areas of benefit from production and operations in . administrative practices Forming a general perception of -٣ mathematical applications in . The field of production and operations Develop awareness of non-quantitative -	Objectives of the course (production and (operations management

process areas Which contributes to developing the real . of administrative practices					
33.Teaching and learning strategies					
1- Lectures 2- Presenting a paper on some modern concepts 3- Providing applied assignments for quantitative topics 4- Brainstorming method					Strategies
5- Course structure					
Evaluation method	Learnin g method	Unit or subject name	Required learning outcomes	hours	the week
Interaction, answering questions and discussion	Lectures	- <u>Introduction to production and operations management</u> Definition of basic - concepts	Understand the basics of production and operations management	۳	the first
Interaction, answering questions and discussion	Lectur es	Historical - ۱ development of production management Operations - ۲ management in organizations ۳- Service industry and provision Productivity, - ۴ efficiency and effectiveness	Understanding the process of development and understanding basic metrics	۳	the second
Interaction, answering questions and	Lectur es	This includes defining the company's strategy, business, and operations	Understanding the strategic role of production	۳	the third

discussion			management		
Interaction, answering questions and discussion	Lectures	- Strategic decisions and operational decisions in operations	Analyzing the basic decisions of production strategy	۳	the fourth
Interaction, answering questions and discussion	Lectures + reports	<u>Demand forecasting</u> The concept of - ۱ demand forecasting, its types and objectives Factors affecting - ۲ prediction Qualitative forecasting - ۳ methods	<i>Identify the role of forecasting in the production process</i>	۳	Fifth
Interact + ion Quiz	Lectures	Quantitative - ۴ forecasting methods Time series - ۵ Exponential smoothing - simple and directionally) (modified Least squares - ۶	<i>Using quantitative methods in the analysis process</i>	۳	VI
Answer exam questions	Exam	Exam		۳	Seventh
Interaction, answering questions and discussion	Lectures + case study analyses	Measuring prediction error Mean square error - ۱ (MSE) . Average Absolute - ۲ Deviation(MAD) .	<i>Diagnosing the correct way to predict and identify deviations</i>	۳	VIII
Interaction, answering questions and	Lectures	<u>Product/service planning</u> Planning the new - ۱ product	<i>Identify the product or service</i>	۳	Ninth

discussion		Stages of new -१ product development Considerations that must be taken into account in designing a new product			
Interaction, answering questions and discussion	Lectur es	Criteria for -४ evaluating the performance of the new product The life cycle of the new product	<i>Product life cycle analysis from the operational side</i>	३	The tenth
Interaction, answering questions and discussion	Lectur es	Types of energy -१ design, active and) (actual meters Energy -१ (efficiency and use)	<i>Analyzing energy levels and understanding the most important basic metrics</i>	३	eleventh
Interaction, answering questions and discussion	Lectur es	<u>Choose a factory location</u> Factors affecting site -१ selection Modern trends in -१ selection The location	<i>Learn about the process of choosing or creating a site New sites</i>	३	twelveth
Interaction, answering questions and discussion	Lectur es	Methods of choosing -३ the factory location Location break-even -४ analysis Qualitative evaluation -० method (points)	<i>Application of quantitative methods in the comparison process between sites</i>	३	Thirteenth
Interaction, answering questions and	Lectur es	<u>Internal soiling</u> Types of internal - १ training and its suitability to production systems Arrangement based -१	<i>How to choose the most appropriate arrangement with the type</i>	३	fourteenth

discussion		on process Definition, explanatory) (chart, and problems Arrangement based on - the product (definition, explanatory chart, and (problems	<i>of focus of the production process</i>		
Answer exam questions	Exam	Exam		۳	Fifteenth

6- Course evaluation

Participation in the lecture = ۵

Submit reports = ۵

Daily attendance = ۵

Daily Quiz= ۵

Quarterly evaluation = ۳۰

Final rating = ۵۰

۱.۲ Learning and teaching resources

	Required textbooks (methodology, if any)
Production and Operations Management concepts, basics, processes, and applied) examples) Dr. Sabah Majeed Al-Najjar & Dr. Abdul Karim Mohsen	Main references (sources)
	Recommended supporting books and references (scientific journals, reports...)
https://www.noor-book.com/%D9%83%D8%AA%D8%A7%D8%A8-%D8%A7%D8%AF%D8%A7%D8%B1%D9%87-%D8%A7%D9%84%D8%A7%D9%86%8%AA%D8%A7%D8%AC-%D9%88%D8%A7%D9%84%D8%B9%9%85%D9%84%D9%8A%D8%A7%D8%AA-700.pdf	Electronic references, Internet sites

1. : Course Name	
International Business Administration	
2. : Course Code	
3. : Semester / Year	
Semester (courses)	
4. Date this description was prepared	
10/8/2023	
5. Available forms of attendance:	
class lectures	
6. :Number of study hours (total)/number of units (total)	
An hour per month . ٢١ hours per week ٨٤	
7. Course administrator's name (mention all, if more than one name)	
M.D. Muhammad Saleh Hadi	
mohamad.hadi@uobasrah.edu.iq	
8. Course objectives	
Providing knowledge to students about the most important vocabulary for these subjects , as they are vital subjects light of the important and rapid .technological developments	Providing students with knowledge about the basic vocabulary of this subject, as it is the main focus and starting point for resources and other materials

9. Teaching and learning strategies						
1- .Educational strategy, collaborative concept planning 2- .Brainstorming education strategy 3- Education Strategy Notes Series					The strategy	
10. Course structure						
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week	
Daily tests, monthly and Semeste r exams and ‘ the end of the course exam	to explain Scientific materia l through the use of the method of asking questio ns and discussi ng them With for students	The first course	The first course			
		International Business Adminstration	Introduction to international business management	hours ۳	1	
				hours ۳	2	
				hours ۳	3	
				=		
				Intellectual foundations of international administration	hours ۳	4
				=		
				Characteristics of international business organizations entities	hours ۳	6
				=		
				Cultural framework for international management	hours ۳	8
				=		
				Organizational architecture for international management	hours ۳	9
=						
International leadership	hours ۳	11				
=						
Methodology for	hours ۳	12				

		=	developing international management	hours ٣	13
		=	International human resources management	hours ٣	14
		=	Orientalism of the future and trends		15
		=	The future in international business management		
		=	Full review		
		=	the exam		
		=			
		=			
		=			
11. Course evaluation					
:Distribution as follows marks distributed as follows (two (٣) semester exams out of ٣٠ marks, and students ٥٠ are evaluated (participations during the lecture, attendance, and absence (١٠ marks))					
12. Learning and teaching resources					
1. International business management from a behavioral and strategic perspective (Prof. Dr. Zakaria Mutlak Al-Douri and (Dr. Ahmed Ali Saleh			Required textbooks (methodology, if any)		

	Main references (sources)
Iraqi scientific academic journals	Recommended supporting books and references (scientific journals, reports....)
https://www.iasj.net/	Electronic references, Internet sites

34. Course Name

Administrative information technology

35. Course Code

36. Semester/year

Semester

37. The date this course was prepared

7. 24/7/21

38. Available attendance forms

Weekly/theoretically

39. study hours (total) / number of units (total)

Total number of hours = 40 hours / number of units = 3

40. Name of the course administrator

: Name: A.M. Zaid Sadiq Majid Email zaid.majid@uobasrah.edu.iq

Name : M.M. Rana Abdullah Muhammad

Email

rana.abdullah@uobasrah.edu.iq

Course objectives .^

Enabling students to learn about information technology and the extent of its contribution to business and the process of making and making decisions logistics and
 • Striving to use technology information systems in organizations and shifting from traditional management procedures to electronic management

**Objectives of the study subject (Administrative
(Information Technology****34. Teaching and learning strategies**

13- Lectures 14- Style of dialogue and discussions 15- Brainstorming method 16- Reports 17- Legendsdata show 18- Analysis of case studies	Strategies
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35. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Interaction, answering questions and discussion	Lectures	Introduction to informati technology And know what the concept of technology is the information	theoretical	۳	the first
Interaction, answering questions and discussion	Lectures	Information systems and information systems Administrative	theoretical	۳	the second
Interaction, answering questions and discussion	Lectures	Human resources in the information technology system - its concept and importance And its sources	theoretical	۳	the third

discussion					
Interaction, answering questions and discussion	Lectures	Database	theoretical	۳	the fourth
Interaction, answering questions and discussion	Lectures reports +	Communications and networks	theoretical	۳	Fifth
Answer exam question	Exam	Exam	theoretical	۳	VI
Answer exam questions	Exam	Electronic office systems - the electronic office and its requirements	theoretical	۳	Seventh
Interaction, answering questions and discussion	Lectures case + study analysis	Information technology systems in Organizations and their requirements in business the organization	theoretical	۳	VIII
Interaction, answering questions and discussion	Lectures	Information technology systems in Organizations and their requirements in business the organization	theoretical	۳	Ninth
Interaction,	Lectures	The importance of information technology i	theoretical	۳	The tenth

answering questions and discussion		Organizations			
Interaction, answering questions and discussion	Lectures	Decision support system artificial intelligence	theoretical	۳	eleventh
Interaction, answering questions and discussion	Lectures	Electronic data processing concept - The steps and types of data processing	theoretical	۳	twelveth
Interaction, answering questions and discussion	Lectures	The Internet (development concept, applications and (benefits	theoretical	۳	Thirteenth
Interaction, answering questions and discussion	Lectures	Computer integrated factory	theoretical	۳	fourteenth
Answer exam questions	Exam	Exam		۳	Fifteenth

36. Course evaluation

Participation in lectures , posts, and discussions = ۵

Daily attendance = ۵

First exam rating = ۲۰

Evaluation of the second exam +۲۰

Final rating = 0.0	
Learning and teaching resources	
	Required textbooks (methodology, if any)
Haider Shaker Al-Barzanji and Mahmoud Hassan Juma (information technology and systems in organizations Contemporary administrative - technological perspective	Main references (sources)
	Recommended supporting books and references (scientific (...journals, reports
https://www.noor-book.com/?search_for=%D8%AA%D9%83%D9%86%D9%8%D9%84%D9%88%D8%AC%D9%8A%D8%A7+%D8%A7%D9%84%D9%85%D8%B9%D9%84%D9%8%D9%85%D8%A7%D8%AA+%D8%A7%D9%84%D8%A7%D8%AF%D8%A7%D8%B1%D9%8A%D8%A9	Electronic references, Internet sites

13.	: Course Name
	Risk Management
14.	: Course Code
15.	/ the chapter
	courses
16.	The date this was prepared is 02/24/2024
17.	Available forms of attendance:
	class lectures
18.	: Number of study hours (total)/number of units (total)

An hour ٣٠ semesterly . ٣ hours a week

19. Course administrator's name (mention all, if more than one name)

: Name : Dr. Zainab Shalal Akkar Email

Email: .Zaenab.akaer@uobasrah.edu.com

Name: Wafa Ali Sultan

Email: : wafaa.sultan@uobasrah.edu.iq

20. Course objectives

- | | |
|---|---|
| <ul style="list-style-type: none">••• | <p>1- Providing students with the skill of applying risk management</p> <p>2 – Expanding the skill of risk analysis and management</p> <p>3Explain H Risk management - strategies</p> |
|---|---|

21. Teaching and learning strategies

- | | |
|---|---------------------|
| <p>1- .Educational strategy, collaborative concept planning</p> <p>2- .Brainstorming education strategy</p> <p>3- Education Strategy Notes Series</p> | <p>The strategy</p> |
|---|---------------------|

22. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Weekly, monthly ‘daily ‘ participation Interactive ‘ and the end-of-year . exam	Explaining the scientific material by explaining the scientific material and giving the most important concepts in this regard . -۲ Summarizing the most important ideas presented		Definition of risks	۲	1
			types risk	۲	2
			Risk Management	۲	3
			Concept	۲	4
			Importance	۲	5
			Objectives	۲	6
			Stages of risk management	۲	7
				۲	8
			Risk management strategies	۲	9
				۲	10
			Financial risks	۲	11
			Types of financial risks	۲	12
			Investment decision	۲	13
			Steps for making investment decision	۲	14
			irrigation	۲	15
			Investment decision criteria		vacation
			Equity risks		

	during the lecture		Bond risk		
23. Course evaluation					
Distribution is as follows : ۲۰ marks for monthly and daily exams for the first semester . ۲۰ marks for monthly and daily exams for the second semester . ۰۰ marks for final exams					
24. Learning and teaching resources					
English Victorian and Modern Poetry			Required textbooks (methodology, if any)		
Armstrong, Isobel. Victorian Poetry, poetics and politics. Routledge			Main references (sources)		

2019	
Bristow, J. (Ed.). (2000). The Cambridge companion to Victorian poetry. Cambridge University Press Cronin, R. (2012). Reading Victorian Poetry (Vol. 5). John Wiley & Sons ...	Recommended supporting books and references (scientific journals, (...reports
https://zlibrary-asia.se/ https://www.researchgate.net/	Electronic references, Internet sites

37. : Course Name
English
38. : Course Code

39. Semester / Year : -1	
Semester	
40. Description Preparation Date:	
٤٢٠٢/١٦/٠٣	
41. Available forms of attendance:	
class lectures	
42. :Number of study hours (total)/number of units (total)	
hour Two hours a week ٣٠	
43. Course administrator's name (mention all, if more than one name)	
Name : Prof. Dr. Wameed Abdel-Zahra Khudair	
: Email wameedh.khudair@uobasrah.edu.iq	
44. Course objectives	
• • •	Providing students with the skill -١ of speaking English -٢ Introducing the importance of terminology in the English language 3- Explaining the most important tenses of the English language
45. Teaching and learning strategies	
1- .Educational strategy, collaborative concept planning	The strategy
2- .Brainstorming education strategy	

3- Education Strategy Notes Series

46. Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Questions - ١ and discussions Semester - ٢ exams End of - ٣ course exam	Explain ing the scientif ic materia l through the lecture	place like home	-	Two hours	1
		Bee there done tha		Two hours	٢
	Real - ٢ exampl es and experie nces	What a story		Two hours	٣
	- ٣ Share ideas in order to apply what has been learned	Nothing but the truth		Two hours	٤
		An eye to the future		Two	٥

				hours	6
					7
		Make it big		Two hours	8
		Bigger and better		Two hours	9
				Chapter exam	10
		Things aren't what they used to be		Two hours	11
				Two hours	
		Risking life and limb			12

		in your dreams		Two hours	13
					14
		it's never too late		Two hours	15
		Reading and speaking		Two hours	End of course exam
		reading and speaking		Two hours	

		Present perfect and past simple			
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47. Course evaluation

Distribution is as follows : ٢٠ marks for the first exam, ٢٠ marks for the second exam, ٥ marks for participation, ٥ marks for attendance = ٥٠ final , ٥٠ = ١٠٠

48. Learning and teaching resources

New headway plus (upper-intermediate student's book)	Required textbooks (methodology, if any)
	Main references (sources)
	Recommended supporting books and references (scientific journals, (...reports
enginprogram.org	Electronic references, Internet sites

71.: Course Name					
Quality management for fourth-year students in the Department of Business Administration					
72.Course Code					
73. Semester/year					
Semester for the academic year ٢٠٢٣-٢٠٢٤					
74.Description preparation Date:					
٢٠٢٤/٢/١					
75.: Available attendance forms					
class lectures					
76.Number of credit Hours (Total) / Number of Unit (Total)					
hours per year , ٣ hours per week ٤٥					
77.Name of the course administrator					
M.D. Abbas Abdel Hamid Abdel Abbasabbas.abdulhameed@uobasrah.edu.iq					
Course objectives .^					
			4. Providing students with scientific, academic and applied knowledge about concepts The objectives and practices of contemporary quality management in organizations .Of various kinds 5. . organizations operate 6. Providing students with new and creative ideas regarding the vocabulary of the .academic subject		
37.Teaching and learning strategies					
4. Collaborative concept planning strategy 5. Brainstorming strategy 6. Note series strategy				Strategies	
38.Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the h e w e e

					k
Oral and written examinations and daily participation	Lectures	Quality Management	The concept, importance and basics quality management	۳	۱
			Quality management in organization	۳	۲
			The concept of quality costs, their importance and types	۳	۳
			Quantitative methods in calculating quality costs	۳	۴
			What quality rings are and how to apply and benefit from them	۳	۵
			Problems discussed in quality circles	۳	۶
			The concept of quality control	۳	۷
			Quality control tools	۳	۸
			Statistical quality control	۳	۹
			Statistical control panels for the process	۳	۱۰
			ISO specifications series	۳	۱۱
			Stages of obtaining ISO9001	۳	۱۲
			The concept and importance of total quality management	۳	۱۳
			Introduction to continuous improvement	۳	۱۴
			Contemporary systems for quality management	۳	۱۵

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39.Course evaluation

marks for monthly and daily exams, 10 marks for participation and attendance, 30 marks for the final exam

Learning and teaching resources

Quality management principles and applications Dr.. Sabah Majeed Al-Najjar Dr.. Maha Kamel Jawad	Required prescribed books
Electronic sources and references available the Internet Of all kinds	Electronic references

13.	: Course Name
	knowledge management
14.	: Course Code
15.	: Semester / Year
	Semester (courses)
16.	Date this description was prepared
	8/2/2024

17. Available forms of attendance:					
class lectures					
18. :Number of study hours (total)/number of units (total)					
An hour per month . ٢١ hours per week ٨٤					
19. Course administrator's name (mention all, if more than one name)					
M.D. Muhammad Saleh Hadi					
mohamad.hadi@uobasrah.edu.iq					
20. Course objectives					
● Providing knowledge to students about the most important vocabulary for these subjects , as they are vital subjects light of the important and rapid .technological developments			Providing knowledge to students about the basic vocabulary of the subject , as it is a basic subject and is linked to other subjects		
21. Teaching and learning strategies					
1- .Educational strategy, collaborative concept planning 2- .Brainstorming education strategy 3- Education Strategy Notes Series					The strategy
22. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week

Daily tests, monthly and Semester exams and at the end of the course exam	to explain Scientific material through the use of the method of asking questions and discussing them	The second course knowledge management	The second course		
				Introduction to knowledge management	hours 3 1
					hours 3 2
				The concept of knowledge its importance and goals	hours 3 3
					hours 3 4
				The origin and development of knowledge	hours 3 5
					hours 3 6
				Characteristics of knowledge	hours 3 6
					hours 3 7
				Sources and types of knowledge	hours 3 8
					hours 3 8
				Knowledge management basic concepts	hours 3 9
					hours 3 10
				Introductions and justifications for knowledge management	hours 3 11
					hours 3 12
				Knowledge management processes	hours 3 13
					hours 3 14
				Retrieval and application of knowledge	hours 3 14
					hours 3 14
				Basic elements of knowledge management	hours 3 15
				Knowledge management strategies	
				Knowledge management requirements	
				Full review	
				the exam	

23. Course evaluation

:Distribution as follows

marks distributed as follows (two (٢) semester exams out of ٢٠ marks, and students are evaluated (participations during the lecture, attendance, and absence (١٠ marks))

24. Learning and teaching resources

2. Knowledge Management / Professor Dr. Salah Al-Din Awad Karim Al-Kubaisi	Required textbooks (methodology, if any)
	Main references (sources)
Iraqi scientific academic journals	Recommended supporting books and references (scientific journals, reports....)
https://www.iasj.net/	Electronic references, Internet sites

1. : Course Name	
Investment portfolio	
2. : Course Code	
3. : Semester / Year	
courses	
4. Description Preparation Date:	
02/24/2024	
5. Available forms of attendance:	
class lectures	
6. :Number of study hours (total)/number of units (total)	
45hour . 3 hours per week	
7. Course administrator's name (mention all, if more than one name)	
: Name : Prof. Dr. Zeinab Shalal Akkar Email. Zaenab.akaer@uobasrah.edu.com	
Name : A.M.D. Nada Abdul Qadir Abdul Sattar nada.abdulsataar@uobasrah.edu.iq	
8. Course objectives	
● ● ●	- Identifying the nature of the investment portfolio and its components- Identify the mechanism of building the investment portfolio - How to measure investment portfolios -
9. Teaching and learning strategies	

1- .Educational strategy, collaborative concept planning	The strategy
2- .Brainstorming education strategy	
3- Education Strategy Notes Series	

10. Course structure					
Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Question and Answer	theoretical		Introduction to investment basics	٣	١
			The basics of return and risk	٣	٢
			The basics of return and risk	٣	٣
			Valuation of common stock	٣	٤
			Bond valuation	٣	٥
			Bond valuation	٣	٦

			Market efficiency	۳	۷
			Investment portfolio management	۳	۸
			Exam		۹
			The rule of diversification in the investment portfolio	۳	۱۰
			Measuring the performance of the investment portfolio	۳	۱۱
			Measuring the performance of the investment portfolio	۳	۱۲
			Exam		۱۳
				۳	۱۴

			Introduction to international portfolios		
			Measuring the performance of the international investment portfolio	٣	١٥

11. Course evaluation

marks for the first exam ٢٠ - ١

marks for the second exam ٢٠ - ٢

marks for attendance and class participation ١٠ - ٣

marks for the final exam ٥٠ - ٤

Total ١٠٠ - ٥

12. Learning and teaching resources

Muhammad Ali Al-Amiri / - ١ Investment Portfolio Management, .Ithraa Publishing House ٢٠١٣ Duraïd Kamel Al-Shabib / - ٢ Investment Portfolios, ٢٠١٠, Dar Al- .Masara Muhammad Ali Al-Amiri / Advanced - ٣ Financial Management, ٢٠١٠, Ithraa Publishing House	Required textbooks (methodology, if any)
	Main references (sources)
	Recommended supporting books and

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

37.Course Name:					
Corporate governance					
38.Course Code:					
39.Semester / Year:					
Semester					
40.Description Preparation Date:					
٢٠٢٤/٣/١٣					
41.Available Attendance Forms:					
Weekly/theoretically					
42.Number of Credit Hours (Total) / Number of Units (Total)					
Number of Credit Hours (Total)= 30 / Number of Units (Total) =2					
43.Course administrator's name (mention all, if more than one name)					
Name: Asst.Lecturer.Doaa Shaheed Habeeb					
Email: doaa.shaheed@uobasrah.edu.iq					
Name: Asst.Lecturer. Hiba Yaseen					
Email:: hiba.yaseen@uobasrah.edu.iq					
44.Course Objectives					
Course Objectives (Corporate governance)		1. Explain the rules and responsibilities of the board of directors in a corporate environment. 2. List the different types of stakeholders, and the duties and obligations of companies towards them. 3. Make company decisions based on ethical principle while adhering to the financial responsibility imposed by shareholders. 4. Understand business ethics and manage ethical corporate behavior. 5. Develop knowledge, personal skills, and competencies to lead organizations effectively.			
45.Teaching and Learning Strategies					
Strategy	1. Lectures 2. Style of dialogue and discussions 3. Brainstorming method 4. Reports 5. Data show means 6. Analysis of case studies				
46. Course Structure					
Week	Hours	Required	Unit or subject name	Learning method	Evaluation method

		Learning Outcomes			
1	2	theoretical	Identify the concepts of corporate governance	Lectures	Interaction, answering questions and discussion
2	2	theoretical	The legal basis of corporate governance	Lectures	Interaction, answering questions and discussion
3	2	theoretical	Objectives and importance corporate governance	Lectures	Interaction, answering questions and discussion
4	2	theoretical	Agency theory	Lectures	Interaction, answering questions and discussion
5	2	theoretical	The principle of equality between shareholders The principle of stakeholders and shares	Lectures	Interaction, answering questions and discussion
6	2	theoretical	The principle of disclosure and transparency	Lectures	Interaction, answering questions and discussion
7	2	Exam	Exam	Exam	Answer exam questions
8	2	theoretical	Corporate governance responsibilities	Lectures	Interaction, answering questions and discussion
9	2	theoretical	The role of governance as a supervisory tool in combat corruption	Lectures	Interaction, answering questions and discussion
10	2	theoretical	Corporate governance and relationship to internal control and auditing	Lectures	Interaction, answering questions and discussion
11	2	theoretical	Board of Directors responsibilities	Lectures	Interaction, answering questions and discussion

12	2	theoretical	Electronic corporate governance	Lectures	Interaction, answering questions and discussion
13	2	theoretical	Challenges of implementing corporate governance	Lectures	Interaction, answering questions and discussion
14	2	theoretical	Internal and external governance controls & determinants	Lectures	Interaction, answering questions and discussion
15	2	Exam	Exam	Exam	Answer exam questions

47. Course Evaluation

- Participation in the lecture = 5
- Submit reports = 5
- Daily attendance = 5
- Daily Quiz = 5
- Quarterly evaluation = 30
- Final rating = 50

48.Learning and Teaching Resources

[illegible]

78. Course Name

Negotiation management

79.Course Code

80.Semester/year		
Semester		
81.The date this course was prepared		
٢٠٢٤/٧/٣١		
82.Available attendance forms		
Weekly/theoretically		
83.study hours (total) / number of units (total)		
Total number of hours = ٣٠ hours / number of units = ٢		
84.Name of the course administrator		
Name : M.M. Rana Abdullah Muhammad		Email
: rana.abdullah@uobasrah.edu.iq		
Course objectives .^		
As a result of this course, the student will be able to: After completing this course, the student should be familiar :with the following 1. Know what the properties are Situation Negotiator When does ? the need for negotiation arise 2. The ability to understand the stages of the negotiating process and negotiating strategies 3. Be able to distinguish between different types of negotiating positions	Objectives of the course (negotiation (management	
40.Teaching and learning strategies		
19- Lectures 20- Style of dialogue and discussions 21- Brainstorming method 22- Reports 23- Legendsdata show 24- Analysis of case studies	Strategies	

41.Course structure

Evaluation method	Learning method	Unit or subject name	Required learning outcomes	hours	the week
Interaction, answering questions and discussion	Lectures	Learn about management concepts Negotiation	theoretical	۲	the first
Interaction, answering questions and discussion	Lectures	The importance and characteristics of negotiation	theoretical	۲	the second
Interaction, answering questions and discussion	Lectures	Types of negotiation	theoretical	۲	the third
Interaction, answering questions and discussion	Lectures	Principles of the negotiation process	theoretical	۲	the fourth
Interaction, answering questions and discussion	Lectures reports +	Areas of negotiation	theoretical	۲	Fifth
Interact + ion	Lectures	Negotiation terms Negotiator types and methods dealing with them	theoretical	۲	VI

Quiz					
Answer exam questions	Exam	Exam		۲	Seventh
Interaction, answering questions and discussion	Lectures case + study analysis	Characteristics and qualities of a successful negotiator Negotiation strategies	theoretical	۲	VIII
Interaction, answering questions and discussion	Lectures	Negotiation policies	theoretical	۲	Ninth
Interaction, answering questions and discussion	Lectures	Negotiation dimensions and steps	theoretical	۲	The tenth
Interaction, answering questions and discussion	Lectures	Negotiating team: concept and characteristics	theoretical	۲	eleventh
Interaction, answering questions and discussion	Lectures	Skills that must be available in Negotiation team	theoretical	۲	twelveth
Interaction, answering	Lectures	Negotiation maneuvers	theoretical	۲	Thirteenth

<u>81%D8%A7%D9%88%D8%B6</u>	
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