

**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

٢٠٢٥-٢٠٢٦

he introduction:

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

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

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

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

Concepts and terminology:

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

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

Program Vision: An ambitious picture for the future of the academic program to be a developed, inspiring, motivating, realistic and applicable program.

The program's mission: It briefly explains the goals and activities necessary to achieve them, and also defines the program's development paths and directions.

Program objectives: These are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

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

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

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

Academic program description form

University name: University of..... Kufa.....

College/Institute: College...of Administration and Economics...

Scientific Department: Department ofTourism.....

Name of the academic or professional program: Bachelor's degree in tourism sciences

Name of final degree: Bachelor of Tourism Sciences....

Academic system: annual

Description preparation date: ٢٠٢٥/٩/٢٠

Date of filling the file ٢٠٢٥/١٠/٢٠

the signature :

Name of scientific assistant: **Dr. Haider ALmarshidy**

the date :

the signature :

Name of department head: **mohammed alasdy**

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance

Department:

Date:

Signature:

Approval of the Dean **Dr. Haider Jassim Al-Jubouri**

1. Program Vision

We aspire to be a science department that positively contributes to the tourism field and keeps up with the job market demands by fostering creative skills and abilities in sustainable tourism management.

2. Program Mission

The Tourism Department aims to provide an outstanding learning environment and leading research programs in the field of tourism studies, focusing on developing academic and professional skills, and equipping students with the knowledge and abilities needed to boost the tourism sector in vital specialties according to the concept of sustainable development.

3. Program Objectives

The Tourism Management Department aims to prepare graduates to be successful in the ever-changing tourism business environment. This is achieved through the following main goals:

- Goal 1: Regularly develop the curriculum in the Tourism Management Department to ensure it keeps up with the latest developments in the field and labor market requirements.
- Goal 2: Increase the number of faculty members with advanced degrees in tourism.
- Goal 3: Encourage Tourism Management students to participate in scientific research activities by providing them with research opportunities.

- Goal 4: Organize workshops and seminars on artificial intelligence and sustainability to develop students' skills in this area.
- Goal 5: Establish partnerships with institutions and companies in the private tourism sector to provide students with practical training opportunities.
- Goal 6: Organize conferences and scientific events to enhance knowledge exchange between the Tourism Management Department and other academic institutions..

4. Program Accreditation

Nothing

5. 5.Other external influences

Nothing

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	6	18	10%	Basic course
College Requirements	۱۳	۴۲	31%	Basic course
Department Requirements	21	۷۴	55%	Basic course
Summer Training				
Other				

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

Curriculum / Units for the First Stage / Bologna Track

Semester 1 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSW L	USSW L	ECTS	Type	Pre-request
TOM111	Basic of Travel and Tourism	63	87	6.00	C	
TOM112	Basic of Accounting	63	87	6.00	C	
TOM113	principles of management	63	87	6.00	C	
TOM114	principles of Statistics	48	52	4.00	B	
UNI-103	Computer	33	42	3.00	B	
TOM116	Micro Economics Of Tourisim	48	77	5.00	B	

Semester 2 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSW L	ECTS	Type	Pre-request
TOM121	Principles of tourism	63	87	6.00	C	
TOM122	Principles of Accounting	63	87	6.00	C	
TOM123	Modern management	63	87	6.00	C	
TOM124	History of Iraqi civilization	63	87	6.00	B	
UNI-101	English Language	33	17	2.00	B	
UNI-104	Human Right & Democracy	33	17	2.00	S	
UNI-102	Arabic Language	33	17	2.00	S	

Curriculum / Units for the second Stage/ Bologna Track

Semester 3 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSW L	USSW L	ECTS	Type	Pre-request
TOM211	Tourist Guidance	93	107	8.00	C	
TOM212	Tourist behavior	93	107	8.00	C	
TOM213	Operations Research by QSB	48	102	6.00	S	
TOM214	Professional ethics	63	37	4.00	B	
UNI-204	English Language	33	17	2.00	S	
UNI-201	Crimes of the Ba'ath regime	33	17	2.00	S	

Semester 4 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSW L	ECTS	Type	Pre-request
TOM 221	Tourist attractions	93	107	8.00	C	
UNI-203	Computer	33	17	2.00	S	
TOM 222	Sustainable tourism development	93	107	8.00	C	
UNI-202	Arabic	33	17	2.00	S	
TOM 223	The overall tourism economy	63	87	6.00	B	
TOM 224	Persian language	33	67	4.00	B	

Curriculum / Units / The annual system

Third	TOUM305	Management of Tourist Events	6	
	TOUQ306	Quality of tourist services	6	
	TOUT309	Travel and Tourism Management Companies	6	
	TOUT301	travel and Tourism Regulations	2	
	TOUP303	Persian language	2	
	TOUE302	English	2	
	TOUT307	Tourism Planning	6	
	TOMA306	Tourism Project Management	6	
	TOUT304	Tourism investment	6	
	TOUM308	Management and organization of conferences and festivals	6	
Fourth	TOUM401	Organizing tourist trips	6	
	TOUM402	Tourism marketing	6	
	TOUE403	Economic feasibility study and project evaluation	6	
	TOUM404	English language	2	
	TOUT405	PModeren History of Iraq	4	
	TOUI406	Airport management	6	
	TOUO407	Tourism media	6	
	TOUT408	HR management	4	
	TOUP409	Tourism Crisis Management	6	
	TOUE410	Research methods	2	

7. Expected learning outcomes of the program	
Knowledge	
1. Providing basic knowledge of tourism sciences. 2. Analysis of the economic phenomena of tourism. 3. The ability to deduce science through understanding topics. 4. Cognitive awareness using scientific research tools.	• It enables students to learn about tourism phenomena and understand the methods and theories of tourism and economic sciences. • Using thinking tools to analyze economic phenomena. • Understanding advanced topics in tourism sciences and extrapolating these sciences from economic, administrative and accounting sciences. • Possessing knowledge in using tools for scientific research in tourism sciences. • Understanding and assimilating economic and statistical tools in tourism sciences • Understanding the local, regional and international tourism environment.
Skills	
1. Deductive thinking	* escribing tourism phenomena and analyzing the relationships related to the investigated problem
2. Analytical thinking	• The ability to link tourism phenomena with the laws governing them and in accordance with economic and accounting sciences.
3. Mathematical and computational analysis of problems	. • Analyzing problems using computer techniques and ready-made software packages

4. Interpretation of quantitative results	• Interpreting the results of quantitative analysis according to statistical, mathematical, and macroeconomic methods. • Criticize the topics up for discussion.
Ethics	
1–Developing the desire to learn	Continuous search for finding the best means and methods for developing work in the tourism sector.
2–Cultivating the spirit of initiative	Consolidating human values through the scientific and humanitarian concept of tourism sciences.
3– Strengthening cooperation	ocus on efficient communications and cooperation between departments to increase department performance.
4–Perseverance	Finding the best and most modern ways to increase the productivity of the tourism sector.

8. Teaching and Learning Strategies

The student gains knowledge and understanding through...

A- Direct education strategies: The role of the university professor in direct education strategies is to organize and comprehensively control the educational process, including: Planning, implementation, and follow-up, while the learner's role is limited to receiving only. Examples of this include: To listen to educational lectures

B - Indirect education strategies: The university professor performs active and effective activities within the indirect education strategies, and mainly focuses on the learning processes. Examples of this include: Learning processes brainstorming strategies.

C- Directed education strategies: In directed education strategies, the university professor plays an active and effective role in managing the educational process as well, and the learner is active during

it, but he focuses on both the processes and their outcomes. Examples of this include: Learning: Guided discovery learning strategy.

D- E-learning strategy: It is the most important education strategy. There are many important and effective education strategies that modern technology has become. In light of the technical development revolution that our world is experiencing at the present time, it is an urgent necessity for the success of the educational process, and keeping pace with what is called modern education, as it is interesting and entertaining. This strategy provides greater scope for learners' participation in the educational process in a serious and creative way. For them, it unleashes self-development, learning and creativity.

E - Cooperative learning strategy: The cooperative learning strategy includes a group working together to accomplish a specific task. Among the most prominent positives of this strategy are: It includes different scientific learners within different groups, which provides a better opportunity for them to exchange knowledge and skills and benefit from each other.

F - Visualization learning strategy: The learning strategy helps with the topic at hand, by forming a mental image of the topic when hearing its description, and this strategy can be implemented using various audio-visual means, such as, displaying pictures, video clips, graphs, and mind maps, as well as listening to audio clips.

9. Evaluation methods

Students' knowledge and understanding are assessed through...

A - Practical tests: The tests conducted by the university professor are one of the traditional methods for determining the mental level of the student and the extent of his understanding of the scientific material.

B - Research: Increasing the student's skill in the field of scientific research, solving problems, and identifying solutions is one of the important means of evaluation.

C- Reports: Writing scientific reports, using methodological sources, writing them in a scientific style, and presenting them in the classroom is one of the main means of learning and evaluation.

D- Intellectual questions: Asking intellectual questions during the lecture by the university professor, managing the discussion among the students, and identifying the extent of their thinking and levels is one of the main methods of evaluation.

E- Final project: Assigning the student independently to a final project that is one of the study topics, which is a good opportunity to demonstrate what has been learned and applied.

10. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Professor	Tourism sciences	hotel management			1	
Professor Dr	business management	marketing management			1	
Professor Dr	Economic sciences	International economy			1	
Assistant Professor	Economic sciences	Financial policy			1	
Assistant Professor	business management	Financial management			1	
Assistant Professor	geography	Tourism geography			1	
Assistant Professor	business management	Production and operations management			1	
Assistant Professor	business management	Organizational behavior			5	
Assistant Professor	Tourism sciences	Tourism planning			1	
Teacher	Accounting	Cost accounting			1	
Teacher	business management	Human resources			1	
Teacher	Economic sciences	Business economy			1	

Teacher	business management				1	
Teacher	business management	Strategic management			1	
assistant teacher	Tourism sciences	Tourism planning			1	
assistant teacher	business management	Organizational behavior			1	
assistant teacher	Arabic Language	Arabic Language			1	

Professional Development

Mentoring new faculty members

In the Department of Tourism, new faculty members are developed and developed through holding seminars, workshops, and holding training courses under the supervision of qualified professors in the department.

Professional development of faculty members

- Developing and developing professors through courses that support the specialized aspect
- Many seminars, workshops, scientific discussions, conferences and training courses are held.

11. Acceptance Criterion

- Approving the central admission conditions according to the department's annual academic plan
- Interview
- Accepting the first tourist institutes according to the Ministry's decisions.

12. The most important sources of information about the program
1 Scientific Department Guide
2–The university and college website

13. Program Development Plan
- Developing the program. The Tourism Department seeks, through the prepared plans, to expand the acceptance of the increasing number of students and open postgraduate programs -. Developing and training the faculty by providing an appropriate educational environment for the professional development of faculty members in the department, as well as holding seminars, scientific visits, workshops, scientific discussions, and participating in conferences. - Evaluation and continuous improvement. The department works to set standards for evaluating performance, and involves students and stakeholders from the private sector in the evaluation process, as well as following up on graduates and the needs of the labor market to reduce the gap between the academic side and governmental and private tourism institutions through continuous improvement in the academic program, to ensure that graduates find opportunities. Work that is compatible with their acquired abilities and abilities. Infrastructure and Resources The department continuously seeks to provide adequate infrastructure for students, including furnished and air-conditioned classrooms and computer laboratories, and to provide modern resources for undergraduate students. -. Integrating practical experience, the department constantly works to enhance the academic (theoretical) aspect with the applied field aspect through field visits to governmental and private tourism institutions, as well as holding seminars for external lecturers, managers and officials in the tourism sector and tourism institutions, as well as holding workshops.

Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A 1	A 2	A 3	A 4	B 1	B 2	B 3	B4	C1	C2	C 3	C4
The first	UNI-101	English language	Basic	√				√				√			
	TOM111	Basics of travel and tourism	Basic	√				√				√			
	TOM121	Principles of tourism													
	UNI-102	Arabic Language	Basic	√				√				√			
	TOM114	principles of Statistics	Basic	√				√				√			
	TOM112	Basic of Accounting	Basic	√				√				√			
	TOM122	Principles of Accounting													
	TOM113	principles of management	Basic	√				√				√			
	TOM123	Modern management													
	TOM116	Micro Economics Of Tourism		√				√				√			
	UNI-103	Computer	Basic	√				√				√			
	UNI-104	Human Right & Democracy	Basic	√				√				√			

	TOM124	History of Iraqi civilization	Basic	√				√				√			
the second	TOM211	Tourist Guidance	Basic		√				√				√		
	TOM212	Tourist behavior	Basic		√				√				√		
	TOM213	Operations Research by QSB	Basic		√				√				√		
	TOM214	Professional ethics	Basic		√				√				√		
	UNI-204	English Language	Basic		√				√				√		
	UNI-201	Crimes of the Ba'ath regime	Basic		√				√				√		
	TOM 221	Tourist attractions	Basic		√				√				√		
	UNI-203	Computer	Basic		√				√				√		
	TOM 222	Sustainable tourism development	Basic		√				√				√		
	UNI-202	Arabic	Basic		√				√				√		
	TOM 223	The overall tourism economy													
	TOM 224	Persian language													
Third	TOUM305	Management of Tourist Events	Basic			√				√				√	
	TOUQ306	Quality of tourist services	Basic			√				√				√	
	TOUT309	Travel and Tourism Management Companies	Basic			√				√				√	
	TOUT301	travel and Tourism Regulations	Basic			√				√				√	

	TOUP303	Persian language	Basic			√				√				√	
	TOUE302	English	Basic			√				√				√	
	TOUT307	Tourism Planning	Basic			√				√				√	
	TOMA306	Tourism Project Management	Basic			√				√				√	
	TOUT304	Tourism investment	Basic			√				√				√	
	TOUM308	Management and organization of conferences and festivals	Basic			√				√				√	
Fourth	TOUM401	Organizing tourist trips	Basic				√				√				√
	TOUM402	Tourism marketing	Basic				√				√				√
	TOUE403	Economic feasibility study and project evaluation	Basic				√				√				√
	TOUM404	English language	Basic				√				√				√
	TOUT405	Persian language	Basic				√				√				√
	06TOUI4	Tourism legislation	Basic				√				√				√
	TOUO407	Religious culture	Basic				√				√				√
	TOUT408	HR management	Basic				√				√				√
	TOUP409	Information Technology	Basic				√				√				√
	TOUE410	Research methods	Basic				√				√				√

- Please tick the boxes corresponding to the individual program learning outcomes under evaluation.

