

# TEMPLATE FOR COURSE SPECIFICATION

## HIGHER EDUCATION PERFORMANCE REVIEW: PROGRAMME REVIEW

### COURSE SPECIFICATION

Non-profit units are considered one of the most important infrastructures of contemporary societies, as they play a distinguished role in the charitable, social, cultural, economic, political and so on, whether they are governmental or private. These units have taken different forms and patterns, including: organizations, federations, associations, bodies, unions Clubs, places of worship and the like, and all of this combines general features, including the fact that they specialize in providing services and benefits to people and society. It aims to introduce the student to the basics of accounting for non-profit units, in order to meet the requirements of the labor market and so that the student can solve all the accounting problems that may stand in front of him

1. Teaching Institution	University of Kufa
2. University Department/Centre	Management and economics / accounting
3. Course title/code	Accounting for non-profit units
4. Programme(s) to which it contributes	
5. Modes of Attendance offered	electronic
6. Semester/Year	Semester
7. Number of hours tuition (total)	month 12
8. Date of production/revision of this specification	2021/10/12
9. Aims of the Course	
A- Defining the nature and concept of accounting for non-profit units	
B- Determining the objectives of accounting for non-profit units	
c- Determining the bases and criteria for accounting for non-profit units	

d- Understand the concept and structure of the accounting system and its elements

e - the student's understanding of how to prepare the final accounts and the balance sheet in non-profit units

## 10· Learning Outcomes, Teaching ,Learning and Assessment Methode

### A- Knowledge and Understanding A1.

A2. The learner has acquired sufficient knowledge of accounting for non-profit units

### B. Subject-specific skills B1.

B2. 1. Preparing the final accounts of the non-profit units

B3. Preparing the balance sheet for non-profit units

### Teaching and Learning Methods

1. Theoretical lectures

2. electronic lectures

### Assessment methods

1-oral exams

2-written exams

3-daily attendance

4-daily posts

### C. Thinking Skills C1.

C2. Improving the student's ability to understand non-profit units accounting, a scientific understanding that helps him in creativity and success in the labor market

C3.

C4.

Teaching and Learning Methods
Improving the student's efficiency in non-profit units accounting
Assessment methods
D. General and Transferable Skills (other skills relevant to employability and personal development) D1. D2. D3. D4.

11. Course Structure					
Week	Hours	ILOs	Unit/Module or Topic Title	Teaching Method	Assessment Method
1	12	The student understands the topic	The concept and characteristics of non-profit units and the nature of their activities	Theoretical and practical	quiz
2	12	The student understands the topic	Accounting bases for non-profit units	Theoretical and practical	quiz
3	12	The student understands the topic	Accounting Standards for Non-Profit Units	Theoretical and practical	quiz
4	12	The student understands the topic	Basis of proof, measurement and accounting disclosure for the operations of non-profit units	Theoretical and practical	quiz
5	12	The student understands the topic	The structure and elements of the accounting system in non-profit units	Theoretical and practical	quiz

6	12	The student understands the topic	Final accounts and financial statements in non-profit units	Theoretical and practical	quiz
7	12	The student understands the topic	How to prepare templates for financial statements	Theoretical and practical	quiz
8	12	The student understands the topic	Characteristics and nature of the activities of clubs, associations and unions	Theoretical and practical	quiz
9	12	The student understands the topic	Characteristics and nature of the activities of clubs, associations and unions	Theoretical and practical	quiz
10	12	The student understands the topic	Accounting organization in which accounting treatments	Theoretical and practical	quiz
11	12	The student understands the topic	Financial statements in clubs, associations, clubs and unions	Theoretical and practical	quiz
12	12	The student understands the topic	Characteristics and nature of the work of government hotel activities	Theoretical and practical	quiz
13	12	The student understands the topic	Accounting organization and accounting treatments therein	Theoretical and practical	quiz
14	12	The student understands the topic	Financial statements in government hotel activity	Theoretical and practical	quiz
15	12	The student understands the topic	Financial statements in government hotel activity	Theoretical and practical	quiz

12. Infrastructure	
<p>Required reading:</p> <p>CORE TEXTS ·</p> <p>COURSE MATERIALS ·</p> <p>OTHER ·</p>	<ul style="list-style-type: none"> <li>Accounting for non-profit units</li> <li>Accounting for the non-profit units of Dr. Aqil Al-Ajibi and Dr. Waad Al-Hassani</li> </ul>
<p>Special requirements (include for example workshops, periodicals, IT software, websites)</p>	<ul style="list-style-type: none"> <li>Scientific websites</li> </ul>
<p>Community-based facilities (include for example, guest Lectures , internship , field studies)</p>	

13. Admissions	
Pre-requisites	
Minimum number of students	
Maximum number of students	

# TEMPLATE FOR COURSE SPECIFICATION

## HIGHER EDUCATION PERFORMANCE REVIEW: PROGRAMME REVIEW

### COURSE SPECIFICATION

Introducing the basic concepts of marketing and the elements of the marketing mix and their importance in the marketing process, clarifying the importance of studying consumer behavior and its impact on purchasing decisions, as well as clarifying the concept of market segmentation, as well as introducing the concepts of marketing services and e-commerce.

1. Teaching Institution	University of Kufa
2. University Department/Centre	Management and Economics/Accounting
3. Course title/code	Marketing and e-commerce
4. Programme(s) to which it contributes	Bachelor of Science in Accounting
5. Modes of Attendance offered	blended education
6. Semester/Year	the first
7. Number of hours tuition (total)	30
8. Date of production/revision of this specification	2021/10/12
9. Aims of the Course	
That the student be able to understand the theoretical framework of marketing and know its contents in detail .1	
To understand the importance of studying marketing in practical life .2	
That the student be able to apply promotional methods and how to deal with customers .3	
To practice the methods of buying, selling and other marketing activities .4	
The student should identify the distribution outlets and apply the methods for distributing goods and services .5	
Enabling the student to apply the concepts of electronic commerce in his field of work .6	
That the student can diagnose problems related to marketing activities and how to solve them .7	

## 10- Learning Outcomes, Teaching ,Learning and Assessment Methode

### A- Knowledge and Understanding A1.

A1- Understand the historical development of marketing and the relationship of marketing to the environment

A2- Understand how to use modern methods in pricing, promoting and distributing goods and services

A3- Understand the steps of the product development process to gain customer loyalty

A4- Understand the steps of market segmentation and its importance in dealing with the consumer

A5- Understand the difference between marketing information system and marketing research and their importance in developing marketing activities

A6- Understand modern methods of dealing through global networks of marketing activities

### B. Subject-specific skills B1.

B1 - enables the student to solve problems related to marketing activities

B2 - enables the student to meet all market requirements

B3 - enables the student to make purchasing decisions as a consumer

B4- It enables the student to use modern methods of promoting through the Internet

### Teaching and Learning Methods

Lectures •

Panel Discussions •

Reports •

### Assessment methods

Electronic exams •

Oral exams

Duties assigned to students •

### C. Thinking Skills C1.

C 1- The logical sequence of ideas

C2- Objectivity in discussions

C3 - Understand the logical analysis

C4- Brainstorming

### Teaching and Learning Methods

Lectures •

Questions and intellectual discussions •

### Assessment methods

**Oral questions**

Ask practical questions of reality and note the intellectual answers for each student

**D. General and Transferable Skills (other skills relevant to employability and personal development)**

. D1- Enable the student to choose the appropriate marketing system

D2 - Enable the student to employ the acquired skills in pricing, promoting and distributing goods and services

D3 - Enable the student to employ the acquired skills to enter the competition field

D4 - Enable the student to employ the acquired procedures in the field of planning and decision-making in the field of marketing

**11. Course Structure**

Week	Hours	ILOs	Unit/Module or Topic Title	Teaching Method	Assessment Method
1	3	1.1	Introduction to the study of marketing	built	Daily tests, oral questions, discussions, panel discussions
2	3	5.1	The system and the marketing system environment	built	Daily tests, oral questions, discussions, panel discussions
3	3	5.1	The concept and importance of the marketing information system	built	Daily tests, oral questions, discussions, panel discussions
4	3	5.1	and its components	built	Daily tests, oral questions, discussions, panel discussions
5	3	3.1+4.1	Marketing research and its types	built	Daily tests, oral questions, discussions, panel discussions
6	3	4.1	Consumer behavior concepts and theories	built	Daily tests, oral questions, discussions, panel discussions
7	3	3.1	Market Segmentation Concepts	built	Daily tests, oral questions, discussions, panel discussions
8	3	3.1	The concept, characteristics and importance of the product	built	Daily tests, oral questions, discussions, panel discussions
9	3	3.1	product life cycle	built	Daily tests, oral questions, discussions, panel discussions
10	3	2.1	Tag and packaging	built	Daily tests, oral questions, discussions, panel discussions

11	3	2.1	Concept, objectives and importance of promotion mix	built	Daily tests, oral questions, discussions, panel discussions
12	3	3.1 + 2.1	Concept, objectives and methods of pricing	built	Daily tests, oral questions, discussions, panel discussions
13	3	6.1	The concept and importance of distribution outlets	built	Daily tests, oral questions, discussions, panel discussions
14	3		The concept and importance of e-commerce	built	Daily tests, oral questions, discussions, panel discussions
15	3	6.1 + 2.1	The relationship of electronic commerce to accounting	electronic	Tests

12. Infrastructure	
Required reading: CORE TEXTS · COURSE MATERIALS · OTHER ·	Dr.. Thamer Al Bakri + Donald Keso + Greatness and Adly
Special requirements (include for example workshops, periodicals, IT software, websites)	/
Community-based facilities (include for example, guest Lectures , internship , field studies)	/

13. Admissions	
Pre-requisites	
Minimum number of students	
Maximum number of students	