**نموذج وصف المقرر**

**وصف المقرر**

يوفر وصف المقرر هذا ايجازا مقتضيا لأهم خصائص المقرر ومخرجات التعلم المتوقعة من الطالب تحقيقها مبرهنا عما اذا كان قد حقق الاستفادة القصوى من فرص التعلم المتاحة.ولابد من الربط بينها وبين وصف البرنامج .

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| 1.المؤسسة التعليمية | جامعة الكوفة /كلية الادارة والاقتصاد |
| 2.القسم العلمي/المركز | السياحة |
| 3.اسم /رمز المقرر | الاقتصاد السياحي الجزئي |
| 4.اشكال الحضور المتاحة | جماعي |
| 5.الفصل/السنة | 2020 /2021 |
| 6.عدد الساعات الدراسية (الكلي) | 60ساعة /السنة |
| 7.تاريخ اعداد هذا الوصف | 2021 |
| 1- التعرف على طبيعة علم الاقتصاد والمشكلة الاقتصادية | |
| 2-دراسة النظريات الاقتصادية التي تفسر سلوك المستهلك بشكل عام والسائح بشكل خاص | |
| 3- دراسة سلوك المنتج للسلع والخدمات السياحية | |
| 4-التعرف على طبيعة الطلب والعرض عموما والطلب والعرض السياحي | |
| 5-دراسة نظرية الانتاج والتكاليف | |
| 6- دراسة نظرية الاسواق | |
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| 10.مخرجات المقرر وطرائق التعليم والتعلم والتقييم | |
| أ-الاهداف المعرفية  أ1--تعليم الطلاب على اهمية النظرية الاقتصادية في الحياة اليومية وبالنسبة للاقتصاد الدولي  أ2-تعليم الطلاب على اهمية التخطيط الاقتصادي للمستقبل  أ3-تهيأة الطلاب وجعلهم قادرين على ادارة اقتصاديات السياحه  أ2- | |
| ب- الأهداف المهاراتية الخاصة بالمقرر  ب1--تعليم الطلاب على اهمية النظرية الاقتصادية في الحياة اليومية وبالنسبة للاقتصاد الدولي  أ2-تعليم الطلاب على اهمية التخطيط الاقتصادي للمستقبل  أ3-تهيأة الطلاب وجعلهم قادرين على ادارة اقتصاديات السياحه | |
| طرائق التعليم والتعلم | |
| 1- المحاضرات  2-التقارير  3- الحلقات النقاشية | |
| طرائق التقييم | |
| 1-الامتحانات الشهرية التحريرية  2-الامتحانات الشفوية  الواجبات البيتية | |
| ج-الأهداف الوجدانية والقيمية  1- التسلسل المنطقي للافكار  2-الموضوعية في المناقشات  3-التحليل المنطقي  4- العصف الذهني | |
| طرائق التعليم والتعلم | |
| 1- المحاضرات  2-التقارير  3- الحلقات النقاشية | |
| طرائق التقييم | |
| 1- التسلسل المنطقي للافكار  2-الموضوعية في المناقشات  3-التحليل المنطقي  4- العصف الذهني | |

د- المهارات العامة والتأهيلية المنقولة (المهارات الاخرى المتعلقة بقابلية التوظيف والتطور الشخصي).

د1-20

د2-10

د3-10

د4-5

د5 5

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| 11.بنية المقرر | | | | | |
| الأسبوع | الساعات | مخرجات التعلم  المطلوبة | اسم الوحدة/او  الموضوع | طريقة التعليم | طريقة التقييم |
| 1 | 2 | تعلم ومعرفةوخبرة | **مقدمة في الاقتصاد الجزئي** | **القاء محاضرة ومشاركة الطلاب** | **اسئلة شفهية يومي واسئلة تحريرية شهريا** |
| 2 | 2 | = = = | **مفهوم علم الاقتصاد** | **القاء محاضرة ومشاركة** | **= =** |
| 3 | 2 | = = = | **طبيعة المشكلة الاقتصادية (الندرة---الحاجات)** | القاء محاضرة ومشاركة | = = |
| 4 | 2 | = = = | **علاقة علم الاقتصاد بالعلوم الاخرى** | القاء محاضرة ومشاركة | = = |
| 5 | 2 | = = = | **مفهوم علم الاقتصاد السياحي(الحاجة السياحية ـالموارد)** | القاء محاضرة ومشاركة الطلاب | = = |
| 6 | 2 | = = = | **ااهداف الاقتصاد السياحي** | القاء المحاضرة مع المشاركة | = = |
| 7 | 2 | = = = | **علاقة علم الاقتصاد السياحي بالعلوم الاخرى** | القاء المحاضرة والمشاركة | = = |
| 8 | 2 | = = = | **الاهمية الاقتصادية للنشاط السياحي** | محاضرة وتقارير الطلاب | = = |
| 9 | 2 | = = = | **نظرية الطلب (مفهوم الطلب \_جدول الطلب \_قانون الطلب \_منحنى الطلب** | محاضرة وعرض رسم بياني | = = |
| 10 | 2 | = = = | **دراسة العوامل المؤثرة في الطلب** | محاضرة ورسم توضيحي | = = |
| 11 | 2 | = = = | **مرونة الطلب واشكال منحنيات الطلب** | عرض ورسوم توضيحية وتمارين | = = |
| 12 | 2 | = = = | **الطلب السياحي المفهوم-الاختلاف عن الطلب العام** | محاضرة ومشاركة الطلاب | = = |
| 13 | 2 | = = = | **العوامل المؤثرة في الطلب السياحي** | القاء محاضرة ومشاركة | = = |
| 14 | 2 | = = = | **مميزات الطلب السياحي** | محاضرة ونقاش | = = = |
| 15 | 2 | = = = | **نظرية العرض قانون العرض-جدول العرض –منحنى العرض** | القاء محاضرة ونقاش | = = |
| 16 | 2 | = = = | **دراسة العوامل المؤثرة في العرض** | القاء محاضرة وعرض | = = = |
| 17 | 2 | = = = | **مرونة العرض السعريةوالعوامل المؤثرة عليها** | القاء محاضرة ومشاركة | = = |
| 18 | 2 | تعليم ومعرفة | **العرض السياحي المفهوم وعناصر العرض السياحي** | محاضرة وعرض توضيحي | اسئلة شفهية يوميا واسئلة تحريري شهريا |
| 19 | 2 | = = == | **قياس العرض السياحي والعوامل المؤثرة فيه** | القاء محاضرة وحل التمارين | = = |
| 20 | 2 | = = = | **خصائص العرض السياحي** | مشاركة الطلاب ومناقشة | = = |
| 21 | 2 | = == = | **مرونة العرض السياحي** | القاء محاضرة ومناقشة | = = |
| 22 | 2 | = = = | **التغيرات في الطلب والطلب السياحي** | القاء محاضرة وعرض بياني | = = |
| 23 | 2 | = = = | **التغيرات في العرض والعرض السياحي** | القاء محاضرة وتحليل بياني | = = |
| 24 | 2 | = = = | **سعر التوازن المفهوم –الاشتقاق-** | تحليل بالرسم البياني | = = |
| 25 | 2 | = = = | **اثر التغيرات في الطلب والعرض على التوازن** | القاء محاضرة وعرض بياني | = = |
| 26 | 2 | = = = | **تحليل سلوك المستهلك والسائح** | القاء محاضرة | = = |
| 27 | 2 | = = = | **نظرية المنفعة الحدية** | القاء محاضرة ومشاركة | = = |
| 28 | 2 | = = = | **منحنيات السؤاء خصائصها** | القاء محاضرة مع الرسم البياني | = = |
| 29 | 2 | = = = | **نظرية الانتاج ودالة الانتاج** | القاء محاضرة ومشاركة | = = |
| 30 | 2 | = = = | **دالة الانتاج في الاقتصاد السياحي** | محاضرة ومشاركة | = = |
| 31 | 2 | = = = | **التكاليف والايرادات المفهوم-الانواع-منحنيات التكاليف** | القاء محاضرة ومشاركة الانشطة الطلابية | = = |

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| 12.البنية التحتية | |
| 1. الكتب المقررة المطلوبة | -الاقتصاد السياحي الجزئي تأليف أ.اسماعيل محمد علي الدباغ  أ.ألهام خضير شبر مطبعة الكتاب-بغداد العراق 2014 |
| 1. المراجع الرئيسية (المصادر |  |
| أ-الكتب والمراجع التي يوصى بها  (المجلات العلمية,التقارير,...) | **د.توفيق االشمري ود.فاضل البياتي؛مدخل الى علم الاقتصاد –التحليل الجزئي والكلي؛دار وائل للنشر والتوزيع: عمان2009** |
| ب- المراجع الالكترونية,مع الانترنيت |  |

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| 13.خطة تطوير المقرر الدراسي |
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Republic of Iraq

Ministry of Higher Education &Scientific Research

Supervision and Scientific Evaluation Directorate

Quality Assurance and Academic Accreditation

**Academic program Specification Form For The Academic**

kufa Universitiy:

Faculty of Management and Economics College:

Tourism Department:

Date Of Form Completion:

Dean s Name Dean s Assistant For Head of Department

Scientitfic Affairs Date: / /

Signature

Signature Date: / /

Signature

Quality Assurance And University Performance Manager

Date: / /

Signature

**TEMPLATE FOR COURSE SPECIFICATION**

HIGHER EDUCATION PERFORMANCE REVIEW :PROGRAMME REVIEW

COURSE SPECIFICATION

This Course Specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided .It should be cross-referenced with the programme specification.

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| Kufa university | 1.Teaching Institution |
| Tourism | 2.University Department/Centre |
| Microtour economy | 3.Course title/code |
|  | 4.programme(s) to which it contributes |
| Group presence | 5.Modes of Attendance offered |
| Year | 6.Semester/Year |
| 60 hour in year | 7.Number of hours tuirion (total) |
| 16\_6-2021 | 8.Dateof production/revision of this  Specification |
| 9.Aims of the Course1- Identifying the nature of economics and the economic problem  Study economic theories that explain consumer behavior in general and tourists in particular  - Study of product behavior for tourism goods and services  Identify the nature of demand, supply in general, demand and tourism supply  Study of production theory and costs  6- Study of market theory | |
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| Curriculum Skills Map | | | | | | | | | | | | | | | | | | | |
| Please tick in relevant boxes where individual Programme Learning Outcomes are being assessed | | | | | | | | | | | | | | | | | | | |
| Programme Learning Outcomes | | | | | | | | | | | | | | | |  | | | |
| **General and Transferable Skills (or)Other skills relevant to employability and personal development** | | | | **Thinking Skills** | | | | **Subject –specific skills** | | | | **Knowledge and understanding** | | | | Core (C)Title or Option (O) | Course Title | Course Code | Year level |
| **D4** | **D3** | **D2** | **D1** | **C4** | **C3** | **C2** | **C1** | **B4** | **B3** | **B2** | **B1** | **A4** | **A3** | **A2** | **A1** |  |  |  |  |
|  | √ | √ | √ |  | √ | √ | √ | √ | √ |  | √ |  | √ | √ | √ | option | Micro tourism economic |  | first |
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| D. General and Transferable Skills ( other skills relevant to employability and personal development )  D1.20  D2.10  D3.10  D4.5  D5.5 | | | | |
| Teaching and Learning Methods | | | | |
| - Lectures  . Reports  Panel discussions | | | | |
| Assessment Methods | | | | |
| . Monthly written examinations  Oral examinations  Homework | | | | |
|  | 11. programme Structure | | | |
| Bachelor Degree Requires (x) credits | Credit rating | Course or Module Title | Course or Module Code | Level Year |
| Bachelor Degree Requires (x)credits | 50 | 25 | 25 | 100 |
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| 10.Learning Outcomes , Teaching Learning and Assessment Methods |
| A .Knowledge and Understanding  A.1  A- Cognitive goals  A1- Teaching students on the importance of economic theory in daily life and for the international economy  Teaching students on the importance of economic planning for the future  A3- Preparing students and making them able to manage the economics of tourism |
| B .Subject –specific skills |
| Teaching and Learning Methods |
| - Lectures  . Reports  Panel discussions |
| Assessment methods |
| 1- The logical sequence of ideas 2- Objectivity in discussions 3- Logical analysis 4- Brainstorming |
| C. Thinking Skills  CB. The course's skills objectives  1. Teaching students on the importance of economic theory in daily life and for the international economy  Teaching students on the importance of economic planning for the future  A3- Preparing students and making them able to manage the economics of tourism |
| Teaching and Learning Methods |
| - Lectures  . Reports  Panel discussions |
| Assessment methods |
| . Monthly written examinations  Oral examinations  Homework |

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| 13.personal Development |
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| 14.Adminission criteria. |
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| 15.Key sources of information about the programme |
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| D. General and Transferable Skills ( other skills relevant to employability and personal development )  D1.20  D2.10  D3.10  D.4 5  D5 5 |

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| 11.Course Structure | | | | | |
| **Assessment Method** | **Teaching**  **Method** | **Unit Module**  **Topic Title** | **LLOs** | **Hours** | **Week** |
| Daily oral questions and monthly written questions | Giving a lecture and sharing with students | Introduction to Microeconomics | Learn, know and experience | 2 | 1 |
| ==== | lecture and sharing with students | The concept of economics | * ============= | 2 | 2 |
| == | lecture and sharing with students | The nature of the economic problem (scarcity--needs) | ======= | 2 | 3 |
| == | lecture and sharing with students | The relationship of economics with other sciences | ====== | 2 | 4 |
| === | lecture and sharing with students | The concept of tourism economics (tourism need - resources) | ======= | 2 | 5 |
| == | lecture and sharing with students | Objectives of the tourism economy | ===== | 2 | 6 |
| ==== | lecture and sharing with students | The relationship of tourism economics with other sciences | ==== | 2 | 7 |
| ==== | ===== | The economic importance of the tourism activity | ======= | 2 | 8 |
| ==== | === | Demand Theory (Demand Concept, Demand Schedule, Law of Demand, Demand Curve | ==== | 2 | 9 |
| == | ===== | Demand Theory (Demand Concept, Demand Schedule, Law of Demand, Demand Curve | ==== | 2 | 10 |
| === | === | Elasticity of Demand and Shapes of Demand Curves | === | 2 | 11 |
| == | ====== | Tourist demand concept - the difference from general demand | ==== | 2 | 12 |
| === | ========= | Factors affecting tourism demand | === | 2 | 13 |
| === | ======= | Features of tourist demand الطلب | ===== | 2 | 14 |
| ==== | ==== | Supply Theory The law of supply - supply schedule - supply curve | ===== | 2 | 15 |
| ==== | ====== | A study of the factors affecting supply | ===== | 2 | 16 |
| === | ==== | Price elasticity of supply and the factors affecting it | ====== | 2 | 17 |
| ==== | ====== | Tourism offer concept and elements of tourism offer | ====== | 2 | 18 |
| ==== | ======== | Measuring the tourist supply and the factors affecting it | ===== | 2 | 19 |
| ==== | ------- | Characteristics of the tourist offer | ====== | 2 | 20 |
| ==== | ====== | Flexibility of the tourist offer | ====== | 2 | 21 |
| ==== | ===== | Changes in demand and tourism demand | ===== | 2 | 22 |
| === |  | Changes in tourism supply and supply | ===== | 2 | 23 |
| ==== | ===== | The concept of equilibrium price The effect of changes in demand and supply on equilibrium– derivation – | ======= | 2 | 24  25 |
| === | ==== | Consumer and tourist behavior analysis | ====== | 2 | 26 |
| === | ==== | marginal utility theory | ===== | 2 | 27 |
| === | ===== | production theory and production function | ====== | 2 | 28 |
| === | ===== | The production function in the tourism economy | ====== | 2 | 29 |
| === | ==== | Cost and revenue concept-types-cost curves | ====== | 2 | 30 |

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| 12.Infastructure | |
|  | Required reading  -CORE TEYTS  -COURSE MATERIALS  -OTHER | |
|  | Special requirements (include for example workshops , periodicals, IT software ,websites) |
|  | Community –based facilities include for example , guest Lectures, internship , field studies) |

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|  | 13.Admissions |
|  | Pre-requisites |
| 30 | Minimum number of students |
| 45 | Maximum number of students |

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TEMPLATE FOR PROGAMME SPECIFICATION

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| HIGHER EDUCATION PERFORMANCE REVIEW :PROGRAMME REVILEW |

PROGRAMME SPECIFICATION

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| This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he she takes full advantage of the learning opportunities that are provided .It is supported by a specification for each course that contributes to the Programme. |

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| KUFA UNIVERSITY | | 1.Teaching Institution | |
| TOURISM | | 2.University Department Centre | |
|  | | 3.Programme | |
| Micro tour economic | | 4.Title of Final Award | |
|  | | 5.Modes of Attendance offered | |
|  | | 6.Acceditation | |
|  | | 7.Other external influences | |
| 16-6-2021 | | 8.Date of production revision of this specification | |
| 9.Aims of the Programme. | | | |
| 9.Aims of the Course1- Identifying the nature of economics and the economic problem  Study economic theories that explain consumer behavior in general and tourists in particular  - Study of product behavior for tourism goods and services  Identify the nature of demand, supply in general, demand and tourism supply  Study of production theory and costs  6- Study of market theory | |
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