



جامعة الكوفة

University of Kufa

First Cycle – Bachelor's Degree (B.me.) - Tourism Management

بكالوريوس – ادارة سياحة



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1. Overview

This catalogue is about the courses (modules) given by the program of Tourism to gain the Bachelor of Tourism Management degree. The program delivers (48) Modules with (6000) total student workload hours and 240 total ECTS. The module delivery is based on the Bologna Process.

نظرة عامة

يتناول هذا الدليل المواد الدراسية التي يقدمها برنامج السياحة للحصول على درجة بكالوريوس إدارة سياحة. يقدم البرنامج (48) مادة دراسية، على سبيل المثال، مع (٦٠٠٠) إجمالي ساعات حمل الطالب و ٢٤٠ إجمالي وحدات أوروبية. يعتمد تقديم المواد الدراسية على عملية بولونيا.

2. Undergraduate Courses 2024-2025

Module 1

Code	Course/Module Title	ECTS	Semester
TOM111	Basic of Travel and Tourism	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
Religious tourism and positive effects on tourism - positive factors affecting foreign and international tourism, Islamic religious tourism. This unit focuses on the study of religious tourism, highlighting Islamic tourism. The positive influences that contribute to promoting international tourism are analysed, including economic and social factors. [8 hours] Natural and human factors in tourism - natural components, human components.			

Module 2

Code	Course/Module Title	ECTS	Semester
TOM112	Basic of Accounting	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4	0	63	87
Description			

Teaching students to research the basics of accounting and linking them to scientific vocabulary and presenting them in order and historical sequence (hours).

- Urging students to be objective in discussions about the basics of accounting and its role in enhancing the tourism aspect (hours).
- Secondly, teaching students the mechanism of scientific thinking, analysis and inference. [Hours].
- Brainstorming that contributes to providing the student with the opportunity to discuss and present ideas (hours).
- Monthly exams - Daily and surprise exams.

Module 3

Code	Course/Module Title	ECTS	Semester
TOM113	principles of management	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
<p>indicative contents part one :- Know the concept of management, management is a science....And art, elements of the administrative process .Director roles (16s).</p> <p>The second part : Areas of management, management and its relationship with other sciences, management and its relationship with other sciences The environment and its impact on management (16s).</p> <p>The third part : Management ...Its values and ethics Management and social responsibility The challenges of modern management Administrative thought and its development (14s).</p> <p>Classical school Behavioral school Modern schools (12s).</p> <p>Review and testing (2x)</p>			

Module 4

Code	Course/Module Title	ECTS	Semester
TOM114	principles of Statistics	4	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2	1	48	52

Description
<ol style="list-style-type: none"> 1. Using modern strategies in teaching (cognitive and metacognitive strategies). 2. Brainstorming strategy. 3. Discussion strategy. 4. Using modern educational models in teaching. 5. Assigning students some activities and homework and applying them in the Classroom 6. Allocating a percentage of the grade for extracurricular activities. 7. Managing the lecture and the educational process in a way that makes students feel the importance of organizing time 8. Benefiting from electronic classes to enhance communication between the professor and the student 9. Applying actual class procedures in electronic classes from assignments, reports, daily, monthly and final exams.

Module 5

Code	Course/Module Title	ECTS	Semester
UNI- 103	Computer	3	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
1	1	33	42
Description			
<p>The main strategy that will be followed in delivering this unit is to encourage students' participation in discussions, while at the same time refining and expanding their thinking and daily participation skills as well as refining their computer skills. This will be achieved through interactive classes and lessons.</p>			

Module 6

Code	Course/Module Title	ECTS	Semester
TOM116	Micro Economics Of Tourism	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		48	77
Description			
<ol style="list-style-type: none"> 1. Interactive lectures: by encouraging discussions among students to exchange ideas and opinions. 2. Case studies: They are used to address the imbalances occurring in the tourism sector through economic tools that contribute to solving these problems through scientific research. 3. Group work: asking students to submit group works that contribute to supporting the tourism sector 			

and its activities.

4. Assignments and tasks: Asking students to perform assignments that help them understand and analyze the content of the subject.

5. Presentations: Encourage students to present seminars on specific topics to enhance presentation and communication skills.

Module 7

Code	Course/Module Title	ECTS	Semester
TOM121	Principles of tourism	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
<p>Definition of tourist regions, classification of regions based on geographical location and distinctive tourism activities, analysis of global and regional tourist regions. [4 hrs]</p> <p>The importance of the feasibility of the tourism industry in tourism, how to plan tourism events and activities, time management strategies and organizing tourism events. The role of tourism in the global and local economy, how tourism affects national income and hard currencies, analysis of examples from different countries. [10 hrs]</p> <p>The impact of tourism on the labor market, jobs created by tourism in different sectors, strategies for enhancing job opportunities through tourism.</p>			

Module 8

Code	Course/Module Title	ECTS	Semester
TOM122	Principles of Accounting	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
<ul style="list-style-type: none"> - Teaching students to research the basics of accounting and linking them to scientific vocabulary and presenting them in order and historical sequence (hours). - Urging students to be objective in discussions about the basics of accounting and its role in enhancing the tourism aspect (hours). - Secondly, teaching students the mechanism of scientific thinking, analysis and inference. [Hours]. - Brainstorming that contributes to providing the student with the opportunity to discuss and present ideas (hours). - Monthly exams - Daily and surprise exams. 			

Module 9

Code	Course/Module Title	ECTS	Semester
TOM123	Modern management	6	2

Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
This course includes the study of Management in general and the foundations and concepts of Business Administration in particular by providing an integrated concept and framework for the principles of Business Administration that includes the foundations and elements of the administrative process used in organizations and institutions of various types: planning, decision-making, organization, coordination, leadership, motivation and incentives, administrative communications, control and the nature of			

Module 10

Code	Course/Module Title	ECTS	Semester
TOM124	History of Iraqi civilization	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
<p>General Objectives:</p> <p>1- By the end of the semester, students are expected to learn the following:</p> <ul style="list-style-type: none"> - Historical concepts and terms related to this period of ancient Iraqi history - The most famous ancient empires that arose in ancient Mesopotamia - The concept of laws and regulations that concerned the life of the ancient Iraqi individual - The most prominent civilizational features related to the civilization of Mesopotamia during this era - Specific skill objectives of the course <p>1- To recognize the civilization of ancient Mesopotamia</p> <p>2- The importance of utilizing ancient historical features in developing the Iraqi tourism sector</p> <p>3- To identify the challenges faced by the student and work on addressing them</p>			

Module 11

Code	Course/Module Title	ECTS	Semester
UNI -101	English Language	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
1	1	33	17
Description			
<p>Teaching and learning methods include:</p> <ul style="list-style-type: none"> * Giving lectures and presenting PowerPoint. * Student participation. * Provoking educational ideas. <ul style="list-style-type: none"> * Brainstorming. * Practical examples. 			

* Role-playing.

Consist of: Evaluation methods

* Theoretical tests.

* Practical tests.

* Oral exams.

* Quizzes.

Module 12

Code	Course/Module Title	ECTS	Semester
UNI-104	HUMAN RIGHTS & DEMOCRACY	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
<p>A- Knowledge Objectives</p> <ul style="list-style-type: none">• Knowledge and understanding of human rights• Knowledge and understanding of public freedoms and democracy <p>B - Course Skills Objectives</p> <ul style="list-style-type: none">• Knowledge of human rights and duties and public freedoms• Knowledge of democracy			

Module 13

Code	Course/Module Title	ECTS	Semester
UNI -102	Arabic Language	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
<p>The main strategy to be followed is to encourage students to participate effectively and train them on exercises that facilitate memorizing and applying the important rules of the Arabic language, and this is achieved through follow-up and evaluation during the classes</p>			

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