

**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

2025-2024

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: 2024/9/20

Date of filling the file 2024/10/20

the signature :

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

the date :

the signature :

Name of department head: mohammed alasdy

the date:

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

Excellence and competition in the field of tourism education and training and exchanging specialized and academic experiences to ensure contemporary tourism education.

2. Program Mission

The Department of Tourism at the College of Management and Economics works to graduate highly qualified cadres in the field of tourism studies, tourism guidance and hotel studies to be able to keep pace with the requirements of the local and regional labor market and committed to the ethics and morals of the profession through an academic and applied perspective. The department also works to lead the academic tourism specialization in Throughout the country, which leads to providing the outputs of scientific departments in a manner appropriate to the labor market, as well as creating interaction between the academic and practical sides, focusing on specializations directly related to the tourism aspect. The department also contributes to developing scientific research in the various fields of tourism in a way that serves tourism development and community service.

3. Program Objectives

The department aims to achieve the following:

- 1- Excellence in tourism education.
- 2- Joint cooperation between students, graduates, the tourism field, and society.

- 3- Application of tourism business within the characteristics and requirements of the hospitality and tourism industry.
- 4- Professional training to provide students with work and communication skills in the tourism sector.
- 5- Demonstrating a high level of service quality in various tourism sectors.
- 6- Analyzing problems using qualitative and quantitative tools facing the tourism sector.
- 7- Providing the tourism sector with specialized, scientifically and practically qualified human resources.

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	13	42	31%	Basic course
Department Requirements	21	74	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	
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7. Program Description				
Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	Practical
the second	TOMA 206	Sustainable tourism	3	
		Professional ethics	2	
	TOMA210	Macro tourism economy	2	
	TOMA203	The geography of Iraq is touristic	3	
		Touristic ruins	3	
	TOMA207	Tourism Guiding	3	
	TOMA214	English language	1	
	TOMA212	Persian language	1	
	TOM209	Tourist behavior	3	
		Democracy	1	
Third	TOMA304	Public relations	2	
	TOMA301	Persian language	2	2
	TOMA314	English language	2	2
	TOMA308	Tourism media	2	
	TOMA309	Crisis management	2	
	TOMA311	Tourist landmarks and monuments	2	
	TOMA303	Management of etiquette ceremonies	2	

	TOMA306	Tourism investment	2	
	TOMA301	Tourism planning	2	
	TOM305	Cost accounting	2	
Fourth	TOM305	Organizing tourist trips	2	
	TOMA405	Tourism marketing	2	
	TOMA402	Economic feasibility study and project evaluation	2	
	TOMA412	English language	2	2
	TOMA414	Persian language	2	2
	TOMA420	Tourism legislation	2	
	TOMA221	Religious culture	2	
	TOMA401	HR management	2	
	TOM408	Information Technology	2	
	TOMA404	Research methods	2	

8. Expected learning outcomes of the program	
Knowledge	
1. Providing basic knowledge of tourism sciences. 2. 2. Analysis of the economic phenomena of tourism. 3. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. The most important sources of information about the program

- 1 Scientific Department Guide
- 2-The university and college website

14. 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	TOMA206	Sustainable tourism	Basic		√				√				√		
		Professional ethics	Basic		√				√				√		
	TOMA210	Macro tourism economy	Basic		√				√				√		
	TOMA203	The geography of Iraq is touristic	Basic		√				√				√		
		Touristic ruins	Basic		√				√				√		
	TOMA207	Tourism Guiding	Basic		√				√				√		
	TOMA214	English language	Basic		√				√				√		
	TOMA212	Persian language	Basic		√				√				√		
	TOM209	Tourist behaviour	Basic		√				√				√		
		Democracy	Basic		√				√				√		
Third	TOMA304	Public relations	Basic			√				√				√	
	TOMA301	Persian language	Basic			√				√				√	
	TOMA314	English language	Basic			√				√				√	
	TOMA308	Tourism media	Basic			√				√				√	
	TOMA309	Crisis management	Basic			√				√				√	
	TOMA311	Tourist landmarks and monuments	Basic			√				√				√	
	TOMA303	Management of etiquette ceremonies	Basic			√				√				√	

	TOMA30 6	Tourism investment	Basic			√			√				√	
	TOMA30 1	Tourism planning	Basic			√			√				√	
	TOM305	Cost accounting	Basic			√			√				√	
Fourth	TOM305	Organizing tourist trips	Basic				√			√				√
	TOMA40 5	Tourism marketing	Basic				√			√				√
	TOMA40 2	Economic feasibility study and project evaluation	Basic				√			√				√
	TOMA41 2	English language	Basic				√			√				√
	TOMA41 4	Persian language	Basic				√			√				√
	TOMA42 0	Tourism legislation	Basic				√			√				√
	TOMA22 1	Religious culture	Basic				√			√				√
	TOMA40 1	HR managemen t	Basic				√			√				√
	TOM408	Information Technology	Basic				√			√				√
	TOMA40 4	Research methods	Basic				√			√				√

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

