

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.

1. Teaching Institution	University of kufa/ faculty of administration and economic
2. University Department/Centre	Department of Tourism
3. Course title/code	HUMAN RESORCE MANAGEMENT
4. Programme(s) to which it contributes	COMPACT EDUCATION
5. Modes of Attendance offered	
6. Semester/Year	2020
7. Number of hours tuition (total)	60 hours
8. Date of production/revision of this specification	14/6/2021

9. Aims of the Course

Explanation of the nature and areas of human resources work in various directions of tourism and hotel activity.

planning and identify future needs of employees.

Knowing the required specifications for employees and the best method of selection.

Learning about the most important modern training methods in the field of tourism work.

Identifying the most important sources of attraction for workers in the local and international tourism sector.

Emphasizing attention to ways of protecting and maintaining hotel workers and tour companies.

10. Learning Outcomes, Teaching, Learning and Assessment Methods

A- Knowledge and Understanding A1.

A2. Learn about the importance of human resources in the tourism sector

A3. Studying the mechanisms for the development and development of human resources in the tourism and hotel fields in Iraq

A4. Developing students' abilities to try to counter administrative corruption

A5. Providing the student with the ethical values that require adherence to them

A6. dealing with their colleagues in the working environment

B. Subject-specific skills

B1. Planning and identifying the future needs of employees

B2. Analysis of jobs and identification of the required employee specifications

B3. Knowing the most important and best methods of polarization that provide the required competencies and expertise.

B4. Learn about the methods of selecting workers and the right trade-off

B5. maintain the health and safety of employees in the organization or company

Teaching and Learning Methods

Electronic lectures -

Video recordings -

Audio recordings -

Panel discussions

Reports -

Assessment methods

-Written exams

-Oral exams

-Duties assigned to students

- Reports

C. Thinking Skills

C1. Teach students to look for realistic problems and link them to scientific material and put them in a logical order and sequence

C2. Logical sequence of ideas.

C3. Objectivity in discussions

C4- Logical analysis/concept

Teaching and Learning Methods

Lectures

Intellectual questions and discussions

Scientific field visit to cooperative and supportive tourism companies

Illustrations (posters)

Others

Assessment methods

Written exams

-Oral exams

-Duties assigned to students

- Reports

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

.D1. Books search skills and research closely related to specialization

D2. Internet skills and electronic search mechanism

D3. Cv preparation skills

11. Course Structure

Wee	Hour	ILOs	Unit/Module or Topic Title	Teaching Meth	Assessment
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k	s			od	Method
1	2		Study Plan	Lectures	-
2	2	Chapter 1:	Chapter 1: Human Resources Management: Growing up and .Developing	Lectures	Discussions
3	2	Chapter 1:	Chapter 1: Human Resources Management: Growing up and .Developing	Lectures	Discussions
4	2	Chapter 2	Chapter 2: Human .Resources Planning	Lectures	Discussions
5	2	Chapter 2	Chapter 2: Human .Resources Planning	Lectures	Discussions
6	2	Chapter 2	Chapter 2: Human .Resources Planning	Lectures	Discussions
7	2	Chapter 2	Chapter 2: Human .Resources Planning	Brainstorm	Discussions
8	2		EXAM1		
9	2	Chapter 3	Chapter 3: Job .Analysis	Lectures	Discussions
10	2	Chapter 3	Chapter 3: Job .Analysis	Brainstorm	Discussions
11	2	Chapter 4	Chapter 4: Description's task	Lectures	Discussions
12	2	Chapter 4	Chapter 4: Description's task	Lectures	Discussions
13	2	Chapter	Chapter 4:	Lectures	Discussions

		4	Description's task		
14	2	Chapter 4	Chapter 4: Description's task	Brainstorm	Discussions
15	2		Exam2		
16	2	Chapter 5	Chapter 5: Attracting .Human Resources	Lectures	Discussions
17	2	Chapter 5	Chapter 5: Attracting .Human Resources	Lectures	Discussions
18	2	Chapter 6	Chapter 6: Selecting and Assigning Human Resources	Lectures	Discussions
19	2	Chapter 6	Chapter 6: Selecting and Assigning Human Resources	Lectures	Discussions
20	2	Chapter 6	Chapter 6: Selecting and Assigning Human Resources	Lectures	Discussions
21	2	Chapter 6	Chapter 6: Selecting and Assigning Human Resources	Brainstorm	Discussions
22	2		Exam3		
23	2	Chapter 7	Chapter 7: Human Resources Training and Development	Lectures	Discussions
24	2	Chapter 7	Chapter 7: Human Resources Training and Development	Lectures	Discussions
25	2	Chapter 7	Chapter 7: Human Resources Training	Lectures	Discussions

			and Development		
26	2	Chapter 8	Chapter 8: Determining the .structure of wages	Lectures	Discussions
27	2	Chapter 8	Chapter 8: Determining the .structure of wages	Lectures	Discussions
28	2	Chapter 9	chapter 9: Human .Resources Motives	Lectures	Discussions
29	2	Chapter 9	chapter 9: Human .Resources Motives	Lectures	Discussions
30	2		Exam4		

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12. Infrastructure	
<p>Required reading:</p> <p>CORE TEXTS ·</p> <p>COURSE MATERIALS ·</p> <p>OTHER ·</p>	
<p>Special requirements (include for example workshops, periodicals, IT software, websites)</p>	<p>Nicson, Dennis (2017) “Human resource management for the hospitality and tourism industry”</p>
<p>Community-based facilities (include for example, guest Lectures , internship , field studies)</p>	<p>Riley, M., 2014. <i>Human resource management in the hospitality and tourism industry</i>. Routledge.</p>

13. Admissions	
Pre-requisites	
Minimum number of students	30
Maximum number of students	90

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HIGHER EDUCATION PERFORMANCE REVIEW :PROGRAMME REVIEW

COURSE SPECIFICATION

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1.Teaching Institution	University of Kufa - faculty of Administration and Economics
2.University Department/Centre	Department of Tourism
3.Course title/code	Tourism legislation
4.programme(s) to which it contributes	
5.Modes of Attendance offered	Compact education
6.Semester/Year	2020
7.Number of hours tuirion (total)	60 hours
8.Dateof production/revision of this Specification	14-6-2021
9.Aims of the Course	
- Introducing the nature of the law, which is one of the most important means of social control because it is a comprehensive system that consists of a set of integrated rules of a harmonious nature that ensure the proper performance of its functions and ensure its application in the tourism sector and its importance in the development of the country's economy.	
- Recognizing that the law regulates the relationships and problems resulting from the competition and conflict of individuals, puts appropriate solutions to them, and punishes those working in the tourism sector who violate them.	
- Getting acquainted with a set of laws, regulations and instructions that have been initiated	

with the intention of establishing and organizing the executive tourism authority, or with the intention of establishing and organizing activities and events that serve tourism, or ratifying international tourism treaties and agreements to develop and sustain tourism.

- Identifying the legal and regulatory framework for developing and managing tourism, protecting and preserving sustainable natural and cultural resources, and facilitating the participation of the private sector and local communities in tourism development activities to achieve a competitive advantage in the tourism sector.

- Identifying the roles and responsibilities of all stakeholders, in a manner that guarantees the rights of international and local tourists, and in a manner that guarantees the rights and obligations of participating companies, inbound-outbound tour operators and other stakeholders in the field of tourism, taking into account the benefit of society and the environment and ensuring the right of future generations.

10. Learning Outcomes , Teaching Learning and Assessment Methods

A .Knowledge and Understanding

A1- Recognizing the importance of tourism legislation at the level of the local and foreign tourism sector.

A 2- Studying the laws necessary for the development of sustainable tourism in Iraq.

A3 - Develop students' abilities to deal with and keep pace with the changes that are taking place in the tourism sector.

A4- Directing the student and urging him to abide by the ethics of the profession he practices when dealing with his colleagues and tourists in the work environment.

B .Subject –specific skills

B1 - Planning and defining the tourism laws that concern the country.

B 2 - Analyzing and determining the appropriate instructions for developing the tourism sector in the country.

B 3- Knowing the most important and best legal texts and materials to evaluate performance in order to enhance and treat to achieve an advanced tourism sector.

B-4 Determining the level of application of tourism legislation in the tourism sector in Iraq.

Teaching and Learning Methods

- Electronic lectures.

- video recordings.

- Panel discussions.

- Reports.

Assessment methods

- Written exams

- Oral exams

- Duties assigned to students

-discussions
<p>C. Thinking Skills</p> <p>C1- Teaching students to search for real problems and link them to the scientific material and put them in a logical order and sequence, and urge them to be objective in discussions about the reality of the tourism sector and what is the role of tourism laws in the sustainability of the tourism sector in the Iraqi environment.</p> <p>C 2- The logical sequence of ideas.</p> <p>C 3- Objectivity in discussions.</p> <p>C4 - Logical analysis / concept.</p> <p>C5- Brainstorming</p>
Teaching and Learning Methods
<ul style="list-style-type: none"> - Teaching students the mechanism of thinking, analysis and deduction by asking questions - Lectures - Intellectual questions and discussions. - A scientific field visit to cooperative and supportive tourism companies. - Illustrations (posters). - Other.
Assessment methods
<ul style="list-style-type: none"> - Asking practical questions (such as a case study) of reality and observing the intellectual answers of each student. - Oral questions. - Daily exams. - Monthly exams

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

D1- Skills of searching for books and research closely related to the specialization

D2 - Skills of using the Internet and the electronic search mechanism.

D3 - reading skills and getting to know general information.

11.Course Structure					
Week	Hours	LLOs	Unit Module Topic Title	Teaching Method	Assessment Method

1	2	View the course	Presenting the vocabulary of the subject to the students and the study plan to abide by it.	Lectures	There is no
2	2	Chapter One - Introduction to Tourism Legislations	Legislation concept: characteristics, advantages, disadvantages	Lectures	Discussion
3	2		The importance of tourism and hotel laws and legislation	Lectures	daily test
4	2		The benefits of tourism legislation in the tourism sector	monthly exam	monthly exam
5	2		Professional legislation for the hospitality industry	Lectures	Discussion
6	2		Key sectors in the hospitality and tourism industry	Lectures	Discussion
7	2		The actors in the hospitality industry and the legal and regulatory influence in it.	Lectures	daily test
8	2		Chapter Two - Law of the interest of the resorts	Legislation and laws issued during the royal era	Lectures
9	2	Law No. (54) of 1940		Lectures	Discussion
10	2	Summer and Tourism Authority Law No. (73) of (1956)		Lectures	Discussion
11	2	Study of legislation and laws issued during the republican era (Law No. 123 of 1960)		Lectures	Brain storming

12	2			monthly exam	monthly exam
13	2	Chapter Three - Evidence Law No. (37) of 1966. Tourism and Hotel Institutes Law No. 120 of 1978. Law No. (59) of 1981 for car rental offices for tourists.	Evidence Law No. (37) of 1966.	Lectures	Discussion
14	2		Tourism and Hotel Institutes Law No. 120 of 1978.	Lectures	Discussion
15	2		Tourism and Hotel Institutes Law No. 120 of 1978.	Lectures	Discussion
16	2		The second amendment to the Tourism and Hotel Institutes Law No. 120 of 1978	Questions and examples	Discussion
17	2		Law No. (59) of 1981 for car rental offices for tourists.	Lectures	Discussion
18	2		Law No. 59 of 1981 to amend the Law of Car Rental Offices for Foreign Tourists	Lectures	Discussion
19	2		Chapter Four - Law Regulating Travel and Tourism Companies and Agencies	General concepts: foreign travel and tourism companies	Lectures
20	2	Acquired rights and duties of tourists and tourism companies		Questions and examples	Discussion
21	2	Law No. (20) of 1960 regulating travel and tourism companies and agencies.		Lectures	Discussion
22	2	Law No. 47 of 1967 regulating travel and tourism companies and agencies.		Lectures	Discussion
23	2	Law No. (49) for the year 1983 regulating travel		Questions and examples	Discussion

			and tourism companies, offices and agencies.		
24	2	Chapter Five - The Tourist Establishment Law	Tourism Establishment Law No. (50) of 1967	Lectures	Lectures
25	2		Law of the General Tourism Corporation No. (49) of 1977 (1).	monthly exam	monthly exam
26	2		Tourism Authority Law No. (14) of 1996.	monthly exam	monthly exam
27	2		Law No. (33) of 2000, the first amendment to Tourism Authority Law No. (14) of 1996.	Questions and examples	Discussion
28	2		Law of the Ministry of Tourism and Antiquities No. (13) of 2012.	Lectures	Discussion
29	2		Law of the Ministry of Tourism and Antiquities No. (13) of 2012.	Questions and examples	Discussion
30	2			monthly exam	monthly exam

12. Infrastructure	
Required reading -CORE TEXTS -COURSE MATERIALS -OTHER	
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	30
Maximum number of students	90

14. course development plans
<ul style="list-style-type: none"> - Access to the latest books and literature in the field of tourism and its sustainability. - Work is underway to develop a systematic book that is suitable for work in modern tourism institutions. - Communicating with tourism companies and organizations to identify the most important problems that individuals face in the work environment to take measures to solve these problems and to involve students in this work.

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1.Teaching Institution	University of Kufa
2.University Department/Centre	Faculty of Administration and Economics
3.Course title/code	Information technology
4.programme(s) to which it contributes	Tourism
5.Modes of Attendance offered	weekly
6.Semester/Year	2020-2021
7.Number of hours tuirion (total)	60

8.Date of production/revision of this Specification	21-6-2021
9.Aims of the Course	
<ul style="list-style-type: none"> • 1. The student how to use information technology in tourist areas defined 	
<ul style="list-style-type: none"> • 2. The student empowerment - in theory - the steps that must conduct to see the use of information technology. 	
<ul style="list-style-type: none"> • 3. Students enable the application of this study, in theory and in practice. 	
<ul style="list-style-type: none"> • 4. The student is able to make use of information technology applications. 	

10.Learning Outcomes , Teaching Learning and Assessment Methods
<p>A .Knowledge and Understanding</p> <p>A1- The student acquires knowledge of tourism information technology.</p> <p>A2- The student can use information technology applications.</p> <p>A 3- Acquisition of knowledge.</p>
<p>B .Subject –specific skills</p> <p>B1- summer training.</p> <p>B2- How to use information technology in the field of tourism.</p> <p>B3- How to solve problems.</p> <p>B4- Facilitating work through the use of information technology applications.</p>
Teaching and Learning Methods
<ul style="list-style-type: none"> • Lectures • Questions and discussions • Report
Assessment methods
<ul style="list-style-type: none"> • Monthly exams. • Daily exams and surprise. • Oral questions
<p>C. Thinking Skills</p> <p>C 1- The logical sequence of ideas.</p> <p>C 2- Objectivity in discussions.</p> <p>C3 - logical analysis / concept.</p> <p>C4- Brainstorming.</p>
Teaching and Learning Methods

- Presentation
- Lectures
- Questions and discussions

Assessment methods

- Monthly exams.
- Daily exams and surprise.
- Oral questions

13.personal Development

1. First is Developing the capabilities to make the right and appropriate decisions.
2. Second is Giving the ability to solve problems.
3. Third is Giving the ability to discover and increase confidence.
4. Forth is Increase your analytical ability.

14.Adminission criteria.

central

15.Key sources of information about the programme

1. College and University website
2. University Guide
3. The most important books and resources for the department

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

.D1 first is Develop the student's ability to debate and scientific dialogue

D2- second is Develop the student's ability to deal with internet programs in a scientific manner

D3-third is Develop the student's ability to tourism information technology

D4- forth is Develop the student's ability to deal with hardware and software

D5 – fifth is Employing the student's skills in a scientific manner

11.Course Structure

Week	Hours	LLOs	Unit Module Topic Title	Teaching Method	Assessment Method
1	2	Know what information technology is	Introduction First Section: Information Technology	Lectures	General questions and discussion
2	2	Know what information technology is	The first requirement: concepts about technology and its types	Lectures	General questions and discussion
3	2	Distinguish and differentiate between data, information and knowledge	The second requirement: the conceptual framework of information	Lectures	daily test
4	2	Distinguish and differentiate between data, information and knowledge	Information sources and characteristics and its importance	Lectures	General questions and discussion
5	2	Distinguish and differentiate between data, information and knowledge	The third requirement: the concepts of the information system, its functions and types	Lectures	General questions and discussion
6	2	Distinguish and differentiate between data, information and knowledge	Fourth requirement: the concept of information technology, its characteristics and divisions	Lectures	brainstorm
7	2	monthly exam	monthly exam	monthly exam	monthly exam
8	2	Find out what communication	The second topic: basic	Lectures	solving examples

		is and how it is done	concepts about communication		
9	2	Find out what communication is and how it is done	The first requirement: the historical development of communication and its concept	Lectures	General questions and discussion
10	2	Find out what communication is and how it is done	The second requirement: the nature of communication in the institution	Lectures	Questions and examples
11	2	Find out what communication is and how it is done	The third requirement: communication networks	Lectures	Questions and examples
12	2	Find out what communication is and how it is done	Classification of networks by geographical area	Lectures	General questions and discussion
13	monthly exam				
14	2	General discussion on chapter			General questions and discussion
15	2	Distribution of grades			grades
16	2	Know what information technology and communication is	The third topic: Information technology and communication		General questions and discussion
17	2	Know what information technology and communication is	The first requirement: What is information technology and communication?		General questions and discussion

18	2	Know what information technology and communication is	Information technology and communication characteristics and benefits		General questions and discussion
19	2	network knowledge, and distinguish it	The second requirement: the technology of private networks (intranets and extranets)		Homework General questions and discussion
20	2	network knowledge, and distinguish it	its types		General questions and discussion Homework
21	2	monthly exam	monthly exam	monthly exam	monthly exam
22	2	Expand the student's knowledge about the components of information technology	The third requirement: the technology of public networks (the Internet)		General questions and discussion
23	2	Expand the student's knowledge about the components of information technology	The historical development for the Internet		General questions and discussion
24	2	Expand the student's knowledge about the components of information technology	Communication technologies and internet services		General questions and discussion

25	2	Knowing how to apply information technology in the service sectors, especially tourism	Fourth requirement: the application of information technology and communication in the field of services		General questions and discussion
26	2	Knowing how to apply information technology in the service sectors, especially tourism	Sectors benefiting from information technology		General questions and discussion
27	2	monthly exam	monthly exam	monthly exam	monthly exam
28	2	General review, distribution of grades			
29	exam				
30					

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

13.Admissions	
Pre-requisites	

Minimum number of students	30
Maximum number of students	90

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1. Teaching Institution	University of kufa/ faculty of administration and economic
2. University Department/Centre	Department of Tourism
3. Course title/code	HUMAN RESORCE MANAGEMENT
4. Programme(s) to which it contributes	COMPACT EDUCATION
5. Modes of Attendance offered	
6. Semester/Year	2020
7. Number of hours tuition (total)	60 hours

8. Date of production/revision of this specification	2021/6/21
9. Aims of the Course	
Introducing the nature and fields of work of the economic feasibility study in the various directions of .tourism and hotel activity	
Market study in terms of supply, demand and prices in the tourism and hotel sector	
Knowing the required specifications for workers, devices and machines, and the optimal selection method .for them	
.Study the country's economy and know the macroeconomic variables	

10· Learning Outcomes, Teaching, Learning and Assessment Methods
A- Cognitive goals
A- Recognize the importance of the economic feasibility study and evaluation of .projects in the tourism sector
A2 - Studying the mechanisms for developing and updating project evaluation .criteria in the tourism and hotel aspects in Iraq
A3 - Develop students' abilities to try to confront the phenomenon of .administrative corruption
.A4- Learn how to set prices and price policy
B. Subject-specific skills
B-1 - Planning and identifying the main projects of interest to the country.
B2. Analysis of jobs and identification of the required employee specifications
B 3- Knowing the most important and best ways of evaluating the performance of tourism projects.
B4- Identify the differentiation methods between tourism projects.
Teaching and Learning MethodS

Lectures (powerpoint, word, google meet)

.Panel discussions -

-Reports

Assessment methods

Written exams

Oral exams

Duties assigned to students

Reports -

C. Thinking Skills

C1- Teaching students to search for problems and link them to the scientific material and ways to solve them in a logical order and sequence

C2 - Urging students to be objective in discussions about the concept of economic feasibility study and evaluation of tourism projects in the Iraqi environment

.C 3 - Teaching students to think in a scientific way, analysis and deduction

C4 - Motivating students to find realistic problems and solve them in a scientific way

Teaching and Learning Methods

Lectures (powerpoint, word, google meet)

.Panel discussions -

-Reports

- Brainstorming that gives students the opportunity to put forward and discuss ideas.

Assessment methods

Written exams

-Oral exams

-Duties assigned to students

- Reports

- Ask intellectual questions and note the intellectual answers for each student.

- Daily exams.

D- Transferred general and rehabilitative skills (other skills related to employability and personal development

.D1- Skills of searching for books and research closely related to the specialization

.D2 - Skills of using the Internet and the electronic search mechanism

11. Course Structure

Week	Hours	ILOs	Unit/Module or Topic Title	Teaching Method	Assessment Method
1	2		Study Plan	Lectures	-
2	2	Chapter One - What is Business	Chapter 1: Business and Business Projects: Concept and Importance	Lectures	Discussions
3	2	What are business projects	Chapter 1 - Business Projects	Lectures	daily test
4	2	The importance of business projects, the cycle of economic activities		monthly exam	monthly exam
5	2	business projects jobs		Lectures	Discussions
6	2	The process of making decisions in business projects, the factors affecting the decision-making of business projects		Lectures	Discussions

7	2	:Business project goals		Brainstorm	daily test
8	2	What is the economic feasibility study, the importance of the economic feasibility study	Chapter 2 - Feasibility Study	Lectures	Discussions
9	2	Justifications and requirements for the economic feasibility study		Lectures	Discussions
10	2	The difficulties of studying the economic feasibility and its characteristics		Brainstorm	Discussions
11	2	The preliminary feasibility study, the stages of the economic feasibility study		Lectures	Brain storming
12	2	Market study, monopolistic competition market	Chapter 3 - Market Study	Lectures	Discussions
13	2	oligopolistic market		Lectures	Discussions
	Holiday				
14	2	Methods of the investment decision-making process, break-even analysis method, cost analysis		Questions and examples	Questions and examples
15	2	special case decisions		Lectures	Discussions
16	2	Two-alternative decisions		Lectures	Discussions
17	2	Purchasing or manufacturing		Questions and examples	Homework

		decisions			
18	2	Market study - what are prices and price policy and its importance	Chapter 4 - The Market	Lectures	Discussions
19	2	Pricing method		Lectures	Discussions
20	2	Demand and factors affecting it	Chapter 5 - Demand Analysis	Lectures	Discussions
21	2	Forecasting demand and sales and its importance	Chapter 6 - Demand Forecasting	Lectures	Discussions
22	2	Mathematical economics methods and models - price elasticity of demand		Questions and examples	Homework
23	2	Factors affecting the elasticity of demand	Chapter 7:	Questions and examples	Homework
24	2	Degrees of elasticity of demand for sales		Questions and examples	Homework
25	2	The importance of elasticity of demand		monthly exam	exam
26	2	Project evaluation criteria	Chapter 8:	Questions and examples	Questions and examples
27	2	Payback period rate		Questions and examples	Questions and examples
28	2	rate of return on investment		Questions and examples	Questions and examples
30	2		Exam		

12. Infrastructure	
<p>Required reading: 1- Required prescribed books</p> <p style="text-align: center;">Main references (sources - ٢</p> <p style="text-align: center;">A-Recommended books and references</p> <p style="text-align: center;">(...Scientific journals, reports)</p> <p style="text-align: center;">B - Electronic references, with the Internet</p>	

13. Admissions	
Pre-requisites	
Minimum number of students	30
Maximum number of students	90

13 .Curriculum Development Plan
<p>1-View the latest books and literature in the field of tourism investment.</p> <p>2- Work is underway to develop a systematic book that is suitable for work in modern tourism institutions.</p> <p>3- Communicating with tourism companies and organizations to identify the most important problems that individuals face in the work environment to take measures to solve these problems and to involve students in this work</p>

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1.Teaching Institution	University of Kufa- Faculty of Administration and Economics
2.University Department/Centre	Tourism department
3.Course title/code	tourism marketing
4.programme(s) to which it contributes	online presence
5.Modes of Attendance offered	Bachelor of Tourism
6.Semester/Year	annual system
7.Number of hours tuirion (total)	60
8.Dateof production/revision of this Specification	٢٠٢١/٦/١٣
9.Aims of the Course	
<p>Introducing the student to the concept of tourism marketing and its importance and the intellectual development of the concept of tourism marketing</p> <p>Introducing the student to the tourism marketing mix -</p> <p>Introducing the student to the concept of the promotional mix and its - components and their impact on stimulating tourism</p> <p>Introducing the student to the concept of tourism e-marketing and its - mix and components</p> <p>Introducing the student to how to conduct marketing research and - study the needs and desires of the consumer</p>	

10.Learning Outcomes , Teaching Learning and Assessment Methods

A .Knowledge and Understanding

<p>A.1 Increasing knowledge of the importance of marketing at the level of the organization and its contribution to national income</p> <p>A2- Increasing knowledge of the importance of organizations studying consumer behavior</p> <p>A3- Increasing the student's knowledge of the importance of studying the tourism promotional mix</p> <p>A4- Increasing the student's knowledge of the importance of studying e-marketing</p> <p>A 5- Increasing the student's knowledge of the importance of studying the specifications of tourism services</p> <p>A 6- Increasing the student's knowledge of the importance of studying consumer needs and desires</p>
<p>B .Subject –specific skills</p> <p>B.1 Enable the student to diagnose marketing problems and develop solutions to them</p> <p>B 2- Creating an interactive environment among students to use dialogue and scientific discussion</p> <p>B 3- Enabling the student to acquire marketing skills that enable him to manage companies and tourist hotels</p>
<p>Teaching and Learning Methods</p>
<p>Use the question-and-answer method</p> <p>video lectures -</p> <p>Delivering electronic audio lectures in pdf -</p> <p>power point lectures -</p>
<p>Assessment methods</p>
<p>daily activities</p> <p>Scientific report writing projects</p> <p>Electronic monthly exams</p> <p>Semester and final exams</p>
<p>C. Thinking Skills</p> <p>C.1 The learner will be able to acquire the knowledge and be able to implement it to serve the community</p> <p>C2 - Working in a team spirit</p> <p>C 3- Commitment to the ethics of scientific research</p> <p>C4- Commitment to the ethics of the university institution that stem from religion and the prevailing social systems</p>

Teaching and Learning Methods
Use the question-and-answer method video lectures - Delivering electronic audio lectures in pdf - power point lectures -
Assessment methods
daily activities Scientific report writing projects Electronic monthly exams Semester and final exams

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

D1. Presenting new marketing ideas on a topic by the student

D 2- The student's ability to evaluate the topic or give appropriate solutions

D 3- The student's ability to analyze marketing problems

D 4- The student's ability to choose the best alternative to solve marketing problem

11.Course Structure

Week	Hours	LLOs	Unit Module Topic Title	Teaching Method	Assessment Method
1	2	Lectures	Understand the concept of marketing and its synonyms	Electronic or attendance lectures	Lectures
2	2	Lectures	The intellectual development of marketing	discussion	daily test
3	2	Lectures and discussions	The concept of tourism marketing, its importance and objectives	discussion	Debate
4	2	Lectures	The elements of tourism marketing and the factors that affect tourism marketing	discussion	surprise exam
5	2	Lectures	The tourism marketing mix,	discussion	Debate

			its components and components		
6	2	discussions + lecture	Tourism product and service concept and strategies	discussion	Daily exam + discussion
7	2	Lectures	Tourist pricing and tourism pricing methods and theories	discussions + lecture	Debate
8	2	Lectures	Distribution and tourist places	Lectures	Debate
9	2	lectures + discussion	Tourism promotional mix	Lectures	written exam
10	2	written exam	Tourism advertising: its types, components and strategies	lectures + discussion	Debate
11	2	Brain storming	Public relations concept and components	written exam	Debate
12	2	Lectures	Tourist salesman concept, importance and ingredients that are available in a successful salesman	Brain storming	Debate
13	2	Lectures	Tourism e-marketing	Lectures	Daily exam + discussion
14	2	Lectures	and e-commerce	Lectures	Debate
15	2	Lectures	Types and areas of tourism e-marketing	discussions + lecture	Debate

12. Infrastructure

Required reading

- CORE TEXTS
- COURSE MATERIALS
- OTHER

Tourism and hotel marketing book
Kotler's Marketing Book
View master's and doctoral theses in tourism marketing
<https://www.marketing/hom.html>

Special requirements (include for example workshops , periodicals, IT software ,websites)

Special requirements include workshops and website

Community –based facilities include for example , guest Lectures, internship , field studies)

Summer training, vocational training, Dania, and field studies

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13.Admissions	Special requirements include workshops and website Summer training, vocational training, Dania, and - field studies Preparing reports and conducting research and - studies on the subject
Pre-requisites	
Minimum number of students	The minimum for students is 120
Maximum number of students	

14.Adminission criteria.
Establishing laws and regulations related to college admissions
15.Key sources of information about the programme
The website of the university, college or department University guide The department's resources

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.

1.Teaching Institution	Kufa university
2.University Department/Centre	Tourism
3.Course title/code	tourism media
4.programme(s) to which it contributes	
5.Modes of Attendance offered	Group presence
6.Semester/Year	Year
7.Number of hours tuirion (total)	٢٧/٦/٢٠٢١
8. Course objectives	
<p>Getting to know the tourist media Studying the importance of tourism media in promoting tourism Recognizing the role of tourism media in spreading tourism awareness Studying the importance of social networking sites and their role in stimulating tourism (internal - external) Getting to know the tourism sites Study of modern means of tourism media Knowing the means of mass communication</p>	
^٩ -Course outcomes and methods of teaching, learning and assessment	
<p>A- Cognitive goals A1- Teaching students about the importance of tourism media and its role in revitalizing the tourism movement A2- Educating students on the importance of websites and their role in the tourism industry .A3- Preparing students and making them able to manage tourist sites</p>	

<p>b- Skill-related objectives of the course B1-Educate students on the importance of tourism advertising B 2- Knowing the most important and best ways to teach mass communication .B3 - Preparing students and making them able to promote tourist sites</p>
<p>Teaching and Learning Methods</p>
<p>1- lectures 2. Reports -٣Discussion seminars (conversation or accompanying) C- Emotional and value goals</p>

- 1- Teaching students the importance of modern media
- 2- Urging students to have discussions and conversations on websites related to tourism
- 3- Teaching students to seek in a scientific way to disseminate and promote tourist sites

- 1- Motivating students to find and discuss realistic topics for tourist sites

Teaching and learning methods

- 1- lectures
2. Reports
- 3- Discussion seminars (conversation or accompanying)
- 4- Duties assigned to the student

D- Transferred general and rehabilitative skills (other skills related to employability and personal development).

D 1- Skills of searching for books and topics related to modern tourism media

D2 - Skills of using the Internet and the electronic search mechanism

11.Course Structure					
Week	Hours	LLOs	Unit Module Topic Title	Teaching Method	Assessment Method
1	2	chapter one	Tourism media concept	Lectures	lecture + discussion
2	2		The importance of tourism media	Lectures	discussion + homework
3	2		tourism media jobs	Lectures	discussion + homework
4	2		The relationship between tourism and the media	monthly exam	monthly exam
5	2	Chapter II	The importance of communication	Lectures	discussion + homework
6	2		levels of communication	Lectures	discussion + homework
7	2		Differences between	Lectures	discussion + homework

			tourism communication and tourism information		
8	2		The relationship between communication and tourism	Lectures	discussion + homework
9	2	monthly exam	monthly exam		monthly exam
10	2	Chapter III	Contact types	Lectures	discussion + homework
11	2		Types of communication used in tourism	Lectures	discussion + homework
12	2		Tourism Advertising Jobs	Lectures	discussion + homework
13	2		Advertising jobs in the tourism field	Lectures	discussion + homework
		Holiday			Holiday
14	2	the fourth chapter	means of communication	Lectures	discussion + homework
15	2		The means of communication used in the tourism media	Lectures	discussion + homework
16	2	monthly exam	monthly exam		monthly exam
17	2	Chapter V	new methods	Lectures	discussion + homework
18	2		New media in tourism	Lectures	discussion + homework
19	2		Internet	Lectures	discussion + homework
20	2		Communicative and non-communicative variables that affect tourist decisions	Lectures	discussion + homework
21	2	Chapter six	Applications of the General Authority for Tourism and Antiquities	Lectures	discussion + homework
22	2		The Authority's electronic portal	Lectures	discussion + homework
23	2		Electronic library of tourist photos		discussion + homework
24	2		Reporters in tourist areas	monthly exam	monthly exam
٢٥	2		Publications and media	Lectures	discussion +

			products		homework
٢٦	2		Media Language Guide	Lectures	discussion + homework
٢٧	2		Tourist media convoy	Lectures	discussion + homework
٢٨	2	monthly exam	monthly exam		monthly exam

12. Infrastructure

Book of the course by the Ministry: Book of Tourism Information Concepts and .Applications, Habas Al-Harbi, Saud Al-Sahli	
Special requirements (include for example workshops , periodicals, IT software ,websites)	
Various Arab and foreign websites and .magazines	

13. Admissions

١- View the latest books on modern tourism media 2- Work is underway to develop a systematic author for tourism media	
Minimum number of students	30
Maximum number of students	45