

**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**

**2024**

## **Introduction:**

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

## Concepts and terminology:

**Academic Program Description:** The academic program description 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 brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have 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 sophisticated, inspiring, stimulating, realistic and applicable.

**Program Mission:** Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

**Program Objectives:** They 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 / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

**Learning Outcomes:** A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

**Teaching and learning strategies:** They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

## **Academic Program Description Form**

**University Name: University of Basrah**

Faculty/Institute: College of Administration and Economics

Scientific Department: Department of Business Administration

Academic or Professional Program Name: Doctor of Business  
Administration

Final Certificate Name: Doctor of Business Administration

Study System: Courses

Date of preparation Description: First course      **8/10/2023**

File Filling Date: 21/02/2024

**Signature:**

**Head of Department Name:**

**Date:**

**Signature:**

**Scientific Associate Name:**

**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**

## 1. Program Vision

The College of Administration and Economics seeks to be one of the leading higher education institutions at the University of Basra in the field of modern education and scientific research through its scientific, research and administrative activities, and also works to provide an integrated path for its students and professors to make them active and creative in community service in the fields of teaching and teaching living languages.

## 2. Program Mission

Work on preparing and graduating leading scientific and leadership competencies in languages, sciences and literature, and in developing the knowledge balance in the field of scientific research to serve the local, regional and international community, as well as training and refining students' minds scientifically and cognitively, emphasizing social and cultural values and responding to the requirements of the local market.

## 3. Program Objectives

1. Embodying the vision, mission and objectives of the University of Basra, and applying the best educational practices with a focus on ensuring and enhancing quality and performance.
2. Preparing specialized cadres capable of serving the community and preparing for the preparation of future specializations.
3. Spreading the culture of human diversity in society, transferring knowledge and language skills, writing academic research and creative scientific achievement through activities that focus on the student and teacher.
4. The college seeks to conclude scientific and cultural cooperation agreements with the corresponding colleges and the corresponding departments in the various colleges to achieve the best practices in the fields of teaching, learning and translation.
5. Focusing on the educational and moral aspect of all its members and spreading the spirit of dedication, tolerance, commitment and work to serve the country.
6. Paying attention to intellectual and cultural construction through openness to merchants in other countries in the fields of languages, literature and translation. Focusing on the educational and moral aspect of the student and spreading the spirit of dedication, tolerance and commitment.

## 4. Program Accreditation

There isn't any

## 5. Other external influences

There isn't any

6. Program Structure				
Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	2			Basic Course
College Requirements	Yes			
Department Requirements	Yes			
Summer Training	There isn't any			
Other				

\* It can include notes whether the course is basic or optional.

7. Program Description				
Year/Level	Course Code	Course Name	Credit Hours	
2023-2024 / First		International Business Administration	theoretical	

8. Expected learning outcomes of the program	
Knowledge	
1. Knowledge and access to modern vocabulary of the basics of international business administration 2. Complete and comprehensive understanding of the interdependence of international business concepts with other sciences	
Skills	
Coherence and compatibility with other aspects and vocabulary of <b>international business concepts and knowledge management</b>	
Values	
Developing students' abilities by giving them space to express their ideas	
Communicate real-life perspectives to students regarding the fundamentals of international business	

### 9. Teaching and learning strategies

Using some examples and real-life cases and embodying them in the form of questions as axes for discussion for the purpose of interpreting and solving them

### 10. Evaluation methods

Direct questions with highlighting the role and duty required of students

### 11. Faculty

#### Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Lecturer	Business Administration	knowledge management			Staff	

### Professional Development

#### Mentoring new faculty members

Briefly explain the practical aspects employed to mentor new faculty members

#### Professional development of faculty members

Briefly describe the plan for academic development as strategies for teaching, learning and professional development

### 12. Acceptance Criterion

#### Central Admission – for Morning Studies

Direct submission of evening studies – by average and competition

### 13. The most important sources of information about the program

**International Business Administration: A Behavioral and Strategic Perspective**  
(Prof. Dr. Zakaria Mutlak Al-Douri and Dr. Ahmed Ali Saleh)

### 14. Program Development Plan

Continuous updating of the program's vocabulary through the use of modern Arab and foreign sources as well as modern studies in line with the vocabulary of the scientific material prescribed by the Ministry.

Program Skills Outline															
				Learning outcomes required from the program											
Year/ Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2023-2024	1	International Business Administration	Essential	— √				√	—			√		—	

- Please tick the boxes corresponding to the individual learning outcomes from the program under assessment



## Course Description Form

<b>1. Course Name :</b>					
<b>International Business</b>					
<b>2. Course Code:</b>					
<b>3. Semester/ Year:</b>					
<b>Semester ( Courses )</b>					
<b>4. Description Preparation Date:</b>					
<b>First Course: 8 /10/2023</b>					
<b>5. Available Attendance Forms:</b>					
My presence only					
<b>6. Number of credit hours (total) / number of units (total):</b>					
<b>84</b> hours per month. <b>21 hours per week</b>					
<b>7. Course administrator's name (if more than one name)</b>					
<b>Dr. Mohammed Saleh Hadi</b> <a href="mailto:mohamad.hadi@uobasrah.edu.iq">mohamad.hadi@uobasrah.edu.iq</a>					
<b>8. Course Objectives</b>					
Providing knowledge to students about the basic vocabulary of this subject as it is the main axis and starting point for resources and other materials			Providing knowledge to students about the most important vocabulary of these subjects as vital materials in light of important and rapid technological developments		
<b>9. Teaching and learning strategies</b>					
Strategy		1- Education strategy collaborative concept planning. 2- Brainstorming education strategy. 3- Education Strategy Notes Series			
<b>10. Course Structure</b>					
The week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
		<b>First course</b>	<b>First course</b>	Explain the scientific material through the use of the method of asking and discussing questions With for students	Daily tests, monthly and quarterly exam and the end of course exam
1	3 hours	Introduction to International Business	International Business Administration		
2	3 hours				
3	3 hours				
4	3 hours				
5	3 hours	Intellectual foundations of international management			
6	3 hours				

7	3 hours	Characteristics of entities of		
8	3 hours	international business organization		
9	3 hours	Cultural framework of		
10	3 hours	international governance		
11	3 hours	Organizational Architecture for		
12	3 hours	International Management		
13	3 hours	International Leadership		
14	3 hours	Methodology of international		
15	3 hours	management		
		International Human Resources		
		Management		
		Future Orientation and Trends		
		in International Business		
		Comprehensive review		
		Exam		

**Explanation of the article**  
**Scientific of**  
**During the use of**  
**Presentation style**  
**Questions and**  
**Discussion**  
**With for students**

11. Course Evaluation	
The distribution is as follows: 50 degrees distributed as follows (semester exam number (2) out of 20 degrees, and evaluates for students (participation during the lecture, attendance and absence (10 degrees)	
12. Learning and Teaching Resources	
Required textbooks (methodology, if any)	<b>International Business Administration: A Behavioral and Strategic Perspective (Prof. Dr. Zakaria Mutlak Al-Douri and Dr. Ahmed Ali Saleh)</b>
in references (sources)	
Recommended books and references (scientific journals, reports...)	<b>Iraqi Scientific Academic Journals</b>
Electronic References, Websites	<a href="https://www.iasj.net/">https://www.iasj.net/</a>