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: **Basrah**

Faculty/Institute: **Administration and Economics**

Scientific Department: **Business Administration**

Academic or Professional Program Name: Bachelor of Business Administration.

Final Certificate Name: **Bachelor's degree in Business Administration**

Academic System: …………

Description Preparation Date:

File Completion Date: 2024/03/16

Signature: Signature:

Head of Department Name: Scientific Associate Name:

Date: 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**
Program vision is written here as stated in the university's catalogue and website.

2. **Program Mission**
Program mission is written here as stated in the university's catalogue and website.

3. **Program Objectives**
General statements describing what the program or institution intends to achieve.

4. **Program Accreditation**
Does the program have program accreditation? And from which agency?

5. **Other external influences**
Is there a sponsor for the program?

6. **Program Structure**				
Program Structure	**Number of Courses**	**Credit hours**	**Percentage**	**Reviews**∗
Institution Requirements				
College Requirements				

Department Requirements				
Summer Training				
Other				

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

7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	practical
2023-2024 / third stg		Strategic thinking	theoretical	

8. Expected learning outcomes of the program

Knowledge	
Learning Outcomes 1	Learning Outcomes Statement 1
Skills	
Learning Outcomes 2	Learning Outcomes Statement 2
Learning Outcomes 3	Learning Outcomes Statement 3
Ethics	
Learning Outcomes 4	Learning Outcomes Statement 4
Learning Outcomes 5	Learning Outcomes Statement 5

9. Teaching and Learning Strategies

Teaching and learning strategies and methods adopted in the implementation of the program in general.

10. Evaluation methods

Implemented at all stages of the program in general.

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	**Special**			**Staff**	**Lecturer**
	Business Adminstration	HR			Staff	

Professional Development

Mentoring new faculty members

Briefly describes the process used to mentor new, visiting, full-time, and part-time faculty at the institution and department level.

Professional development of faculty members

Briefly describe the academic and professional development plan and arrangements for faculty such as teaching and learning strategies, assessment of learning outcomes, professional development, etc.

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12. Acceptance Criterion

(Setting regulations related to enrollment in the college or institute, whether central admission or others)

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13. The most important sources of information about the program

State briefly the sources of information about the program.

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14. Program Development Plan

Program Skills Outline																
				Required program Learning outcomes												
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2024-2023 Stg.3		Strategic thinking	Basic	*	*	*		*	*	*		*	*		

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

Course Description Form

1. Course Name:
Strategic thinking

2. Course Code:

3. Semester / Year:
Semester

4. Description Preparation Date:
2024/03/16

5. Available Attendance Forms:
Attendance only

6. Number of Credit Hours (Total) / Number of Units (Total)
30 hours, two hours per week

7. Course administrator's name (mention all, if more than one name)
Name: Mohammed Abdulridha Faraj Badrawi Email: lec.mohammed.albadulridha@uobasrah.edu.iq

8. Course Objectives	
Course Objectives	● **Providing students with the skill of applying strategic thinking** ● **Introducing the importance of thinking for institutions** ● **Clarifying the most important modern ideas and successful real-life examples of applying strategic thinking**

9. Teaching and Learning Strategies	
Strategy	1- Educational strategy, collaborative concept planning. 2- Brainstorming education strategy. 3- Education Strategy Notes Series

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	Two hours	Explaining and clarifying the concept of thinking	Concept thinking		
2	Two hours	Clarifying the confusion between the two concepts	The difference between strategic thinking and strategic planning. Elements of strategic thinking		
3	Two hours	Elements upon which thinking is based			
4	Two hours	The purpose of thinking	Purposes of strategic thinking		
5	Two hours	Practice thinking in ten steps	The ten steps		
6	Two hours	Damage caused by lack of thinking.	Absence of thought		
7	Two hours	How does thinking develop business organizations?	How does thinking develop business organizations?		
8		Semester examination	Semester examination		
9	Two hours	Different ways of thinking of strategic leaders.	Thinking patterns		
10	Two hours	Models that can be applied to adopt the strategic thinking process	Models of strategic thinking approaches		

11	Two hours	The most important approaches to strategic thinking.	Entrances		
12	Two hours	Strategic thinking hats and how to practice	Hats		
13	Two hours	How to create new ideas that evolve from reality	Innovating ideas		
14	Two hours	How to develop thinking	Developing thinking in business organizations.		
15	Two hours	Learn how to think strategically	I'm thinking		

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Prof. Dr. Fadila Salman Strategic Thinking 2019
Main references (sources)	Nicholas 2010 Strategic thinking
Recommended books and references (scientific journals, reports…)	Prof. Dr. Jassim Sultan, strategic thinking, getting out of the impasse
Electronic References, Websites	www.stgcenter.org