

**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 Basra

Faculty/Institute: College of Administration and Economics

Scientific Department: Department of Banking and Financial Sciences

Academic or Professional Program Name: Banking Marketing

Final Certificate Name: Bachelor of Finance and Banking

Academic System: semester

Description Preparation Date: 1/10/2023

File Completion Date: 3/8/2024

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. It also works to provide an integrated path for its students and professors to make them active and creative in serving the community in the fields of education in financial and banking sciences.

2. Program Mission

Working to prepare and graduate leading scientific and leadership competencies in languages, sciences and literature, and to develop the balance of knowledge in the field of scientific research to serve the local, regional and international community, as well as training and refining the minds of students scientifically and cognitively, and emphasizing social and cultural values and responding to the requirements of the local market.

3. Program Objectives

Providing the student with a cognitive skill about the concept and importance of banking marketing and its tasks and providing him with the concept, importance and specifications of the service in general and the banking service in particular in terms of its characteristics, life cycle and development related to the elements of the marketing service mix such as pricing, distribution and promotion. The student is also provided with information about the specificity of marketing work in various banking institutions.

4. Program Accreditation

5. Other external influences

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6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	Two hours a week			
College Requirements	YES			
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	
2023-2024/second		Banking marketing	theoretical	practical

8. Expected learning outcomes of the program

Knowledge	
	<p>1- To become familiar with the concept of marketing in general and banking marketing in particular</p> <p>2- To analyze the elements of the marketing mix and the strategies adopted in banking marketing –</p> <p>3. To evaluate the functions of the banking marketing environment and identify its variables –</p>

	4- To contribute to the preparation of banking marketing research.
Skills	
	1 The student should differentiate between the concept of a good and a service - 2- Developing the student's ability to market services in banks 3Enabling the student to know the requirements for preparing marketing research according to electronic technologies
Ethics	
	1Developing and enhancing the thinking skill according to the student's ability and moving him to the level of thinking - 2Developing and enhancing a critical thinking strategy in learning -

9. Teaching and Learning Strategies
<ul style="list-style-type: none"> - Lectures Discussion panels Weekly tests

10. Evaluation methods
Oral exams, daily evaluation, semester exams, final exams, reports

11. Faculty						
Faculty Members						
Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
assistant teacher	Banking and Financial Sciences	Banks				

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.

12. Acceptance Criterion

- **Central admission – for morning studies**
- **Direct submission to evening studies – according to grade and competition**

13. The most important sources of information about the program

- 1 Banking Marketing Books –
- 2 Scientific journals specialized in marketing –
- 3 Academic research and studies

14. Program Development Plan

Working to hold workshops and scientific trips for students to banks to learn about marketing banking services in a practical and direct way.

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
2023-2024		Banking marketing													

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

Course Description Form

1. Course Name:					
Banking marketing					
2. Course Code:					
3. Semester / Year:					
SEMESTER					
4. Description Preparation Date:					
8/3/2024					
5. Available Attendance Forms:					
Attendance only					
6. Number of Credit Hours (Total) / Number of Units (Total)					
Two hours a week /					
7. Course administrator's name (mention all, if more than one name)					
Name Murtadha Abdul Hussein Abdul Karim Email: lec.murtadha.abdulhusain@uobasrah.edu.iq					
8. Course Objectives					
<p>The student will acquire a cognitive skill about the concept and importance of banking marketing and its tasks and provide him with the concept, importance and specifications of the service in general and the banking service in particular in terms of its characteristics, life cycle and development related to the elements of the marketing service mix such as pricing, distribution and promotion. The student will also be provided with information about the specificity of marketing work in various banking institutions.</p>					
9. Teaching and Learning Strategies					
Strategy	<p>1- Educational strategy, collaborative concept planning. 2- Brainstorming education strategy. 3- Education Strategy Notes Series</p>				
10. Course Structure					
We	H	Required Learning	Unit or subject name	Learning	Evaluati

ek	ou	Outcomes		method	on
	rs				method
1	2	To become familiar with	An introductory introduction to marketing	Yes	Yes
2	2	the concept of marketing	Marketing mix for banking services	Yes	Yes
3	2	in general and banking	Introduction to the service industry	Yes	Yes
4	2	marketing in particular	Classification of services	Yes	yes
5	2	It analyzes the elements	Marketing environment for marketing	yes	yes
6	2	of the marketing mix	services	yes	yes
7	2	and the strategies	Banking marketing information systems and	yes	yes
8	2	adopted in banking	marketing research	yes	yes
9	2	marketing	Behavior of the beneficiary of the banking	yes	yes
10	2	To evaluate the	service	yes	yes
11	2	functions of the	Banking services	yes	yes
12	2	banking marketing	Banking services pricing strategy	yes	yes
13	2	environment and	Marketing communications strategy for	yes	yes
14	2	identify its variables.	banking services	yes	yes
15	2	To contribute to the	Banking services distribution strategy	yes	yes
		preparation of banking	The process of providing banking services	yes	yes
		marketing research	Public and banking services	yes	yes
			Physical evidence and banking services		
			Quality and banking services		

11. Course Evaluation

The distribution is as follows: 50 marks for daily, monthly, and quarterly exams, and 50 marks for final exams

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	Banking Marketing / Dr. Abdul Reda Faraj Badrawi
Recommended books and references (scientific journals, reports...)	1Banking Marketing Books - 2Scientific journals specialized in marketing - 3Academic research and studies
Electronic References, Websites	

