

Ministry of Education Higher Education and Scientific Research  
Supervision and Evaluation Scientific  
Quality Assurance Department Quality Academic Accreditation  
Accreditation Department



# Academic Program and Course

2025



## **Introduction:**

The educational program is a coordinated and organized package of courses that includes procedures and experiences organized into course units. Its main purpose is to build and refine the skills of graduates, making them qualified to meet the requirements of the job market. It is reviewed and evaluated annually through internal or external auditing procedures and programs, such as the external examiner program. .

The academic program description provides a brief summary of the main features of the program and its courses, indicating the skills that students will acquire based on the objectives of the academic program. The importance of this description lies in the fact that it represents the cornerstone of program accreditation and is written by the teaching staff 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, semester), as well as the adoption of the academic program description generalized in accordance with the Department of Studies book T3/2906 on 3/5/2023 regarding programs that adopt the Bologna process as the basis for their work.

In this regard, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth running of the educational process.

### **Concepts and terms:**

**Description of the academic program:** The description of the academic program provides a concise summary of its vision, mission, and objectives, including a detailed description of the targeted learning outcomes in accordance with specific learning strategies.

**Course Description:** Provides a concise summary of the most important characteristics of the course and the learning outcomes expected of students, demonstrating whether they have made the most of the learning opportunities available. It is derived from the program description.

**Program vision:** An ambitious picture of the future of the academic program as a developed, inspiring, motivating, realistic, and applicable program.

**Program mission:** A concise statement of the objectives and activities necessary to achieve them, as well as the program's development paths and directions.

**Program objectives:** Statements describing what the academic program intends to achieve within a specified period of time, which are measurable and observable.

**Curriculum Structure:** All courses/subjects included in the academic program in accordance with the approved learning system (semester, annual, Bologna track), whether they are requirements (ministry, university, college, or academic department) with the number of credit hours.

**Learning outcomes:** A consistent set of knowledge, skills, and values acquired by students upon successful completion of the academic program. Learning outcomes must be defined for each course in a way that achieves the program's objectives.

**Teaching and learning strategies:** These are the strategies used by faculty members to develop student teaching and learning. They are plans that are followed to achieve learning objectives. In other words, they describe all classroom and non-classroom activities to achieve the learning outcomes of the program.

## Academic Program Description Template

University Name: Mustansiriya University

Faculty/Institute: Faculty of Tourism Sciences.

Scientific Department: Department of Hotel Studies

Name of academic or professional program: Bachelor's degree.

Name of Final Certificate: Bachelor of Tourism Sciences

Academic System: Annual

Date of description: 3/1/2025.....

Date of completion: 15/1/2025

Signature

أ.م.د. مثنى معان إبراهيم  
معاون العميد للشؤون العلمية والدراسات العليا

Name of assistant: 5 / 7 / 27

Date

Signature

أ.م.د. هادي جابر السمار جابر الجبار  
رئيس قسم الدراسات الفندقية

Name of department head.

Date

2025/7/27

File verified by

Quality Assurance and Academic Performance Division

Name of the Director of the Quality Assurance and Academic

Performance Division:

Date 27/7/25

Signature

أ.م.د. هادي جابر السمار جابر الجبار  
رئيس قسم الدراسات الفندقية

mohammed

Approved by the Dean

Prof. Mohammed Jassim Mohammed Al-Obaidi

### **1. Program Vision**

The vision of the Department of Tourism Studies is to be ranked among the top programs in national and international education rankings. We are clearly committed to developing excellence in research and teaching and preparing our students for professional work in the tourism sector.

### **2. Program Mission**

**The Department of Tourism Studies works to produce solutions for the development of the tourism sector and improve the curriculum to keep pace with the requirements of the global industry. It educates individuals to produce innovative knowledge with added value and trains entrepreneurial individuals within the scope of effective cooperation with stakeholders in line with the requirements of the tourism ecosystem and a focus on basic professional training in the field of tourism through (computer programs used in the tourism sector, local or overseas training, basic professional courses in tourism theory and practical training in airline reservations, visa issuance and tourist guidance).**

### **3. Program objectives**

#### **A. Administrative objectives**

1. Develop the administrative structure of the department in line with developments in the tourism sector.
2. Build strategic relationships with local and international tourism bodies to support training and employment opportunities.

3. Ensure commitment to quality standards and academic accreditation in all department activities.
4. Attract academic and professional talent with experience in tourism and tourism management.
5. Implement smart management systems that enhance academic and administrative efficiency within the department.

## **B. Scientific and Educational Objectives**

1. To qualify students with comprehensive knowledge of the tourism industry and its sustainable management.
2. Develop students' skills in the areas of tourism promotion, destination management, and tourism planning.
3. Integrating theory with practical application through field trips, training, and real-world projects.
4. Encourage scientific research related to regional and international tourism challenges.
5. Instill responsible and sustainable tourism concepts in students.

### **4. Program accreditation**

Ministry of Higher Education and Scientific Research

### **5. Other external influences**

- **Global shifts in tourism demand**

Such as changing traveler trends and preferences (ecotourism, cultural tourism, medical tourism).

- **Political and economic conditions**

Directly affect international tourism and employment opportunities in the sector.

- 

The introduction of electronic booking tools, artificial intelligence, and virtual reality requires skills to be updated.

- **Government regulations and tourism policies**

National laws and regulations determine the direction of tourism programs and possible areas of work.

- **Global standards for tourism education**

The existence of international references stimulates the development of curricula and teaching methods.

- **Health crises and natural disasters**

Such as pandemics or climate change, which affect the tourism sector and impose new concepts in management and planning.

| 6. Program structure              |                   |              |            |           |
|-----------------------------------|-------------------|--------------|------------|-----------|
| Program structure                 | Number of courses | Credit hours | Percentage | Notes     |
| <b>Institutional Requirements</b> | 6                 | 1            | 1          | Essential |
| <b>College Requirements</b>       | 9                 | 3            | 2          | Core      |
| <b>Department Requirements</b>    | 2                 | 1            | 7          | Core      |
| <b>Summer Training</b>            |                   |              |            | Essential |

\* Comments may include whether the course is compulsory or optional.

| 7. Program description |                        |                                      |              |           |
|------------------------|------------------------|--------------------------------------|--------------|-----------|
| Year/Level             | Course or Program Code | Course name                          | Credit hours |           |
|                        |                        |                                      | Theoretical  | Practical |
| <b>First stage</b>     | 5660217                | <b>Arabic</b>                        | 2            |           |
|                        | 5660216                | <b>Computer</b>                      | 2            | 1         |
|                        | 5660219                | <b>Human Rights and Democracy</b>    | 2            |           |
|                        | 5660215                | <b>Partial tourism economy</b>       | 4            |           |
|                        | 5660218                | <b>Tourism Statistics</b>            | 2            |           |
|                        | 5660212                | <b>English</b>                       | 2            |           |
|                        | 5660217                | <b>History of Iraqi Civilization</b> | 4            |           |
|                        | 56602110               | <b>Introduction to Business</b>      | 6            |           |

|                     |          |                               |   |   |
|---------------------|----------|-------------------------------|---|---|
|                     |          | Administration                |   |   |
|                     | 5        | Corporate Accounting          | 6 |   |
|                     | 5        | Travel and Tourism Basics     | 6 |   |
| <b>Total Units</b>  |          |                               | 3 |   |
| <b>Second stage</b> | 56602212 | English                       | 2 |   |
|                     | 56602211 | French                        | 2 |   |
|                     | 5660217  | Arabic                        | 2 |   |
|                     | 56602213 | Macro Tourism Economics       | 4 |   |
|                     | 56602214 | Computer                      | 2 | 1 |
|                     | 56602216 | Tourist behavior              | 6 |   |
|                     | 56602220 | Tourist guidance              | 6 |   |
|                     | 5        | Tourist attractions           | 6 |   |
|                     | 56602218 | Tourist geography             | 6 |   |
|                     | 56602215 | Sustainable tourism           | 6 |   |
|                     | 56602347 | Crimes of the Ba'ath Party    | 2 |   |
| <b>Total units</b>  |          |                               | 4 |   |
| <b>Third phase</b>  | 5660234  | Travel and Tourism Laws       | 2 |   |
|                     | 56602323 | English                       | 2 |   |
|                     | 56602321 | French                        | 2 |   |
|                     | 56602327 | Tourism investment            | 6 |   |
|                     | 56602323 | Tourism Protocol Management   | 6 |   |
|                     | 5        | Tourism Services Quality      | 6 |   |
|                     | 5        | Tourism planning              | 6 |   |
|                     | 5        | Travel and Tourism Management | 6 |   |

|                    |          |                                   |   |  |
|--------------------|----------|-----------------------------------|---|--|
|                    | 5        | <b>Tourism Project Management</b> | 6 |  |
| <b>Total Units</b> |          |                                   | 4 |  |
| <b>Phase IV</b>    | 566024   | <b>English</b>                    | 6 |  |
|                    | 56602433 | <b>French</b>                     | 6 |  |
|                    | 5        | <b>Crisis Management</b>          | 4 |  |
|                    | 5        | <b>Human Resources Management</b> | 4 |  |
|                    | 5        | <b>Tourism Media</b>              | 4 |  |
|                    | 5        | <b>Tourism Legislation</b>        | 4 |  |
|                    | 5        | <b>Research Methods</b>           | 4 |  |
|                    | 5        | <b>Tourism marketing</b>          | 4 |  |
|                    | 56602432 | <b>Tourism Organization</b>       | 4 |  |
|                    | 5        | <b>Tourist site analysis</b>      | 4 |  |
| <b>Total units</b> |          |                                   | 4 |  |

| 8. <b>Expected learning outcomes of the program</b>                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Knowledge</b>                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                       |
| 1– The student's ability to understand the principles of the tourism industry, acquire information about tourist attractions in the country, contribute to the development and sustainability of these attractions for future generations, and promote environmental culture, which will have an impact on the | 1– Explains the basic concepts and terminology related to tourism, hospitality, and travel.<br>2– Describe the regulatory and legal frameworks of the tourism industry. Students will be familiar with the legislation and policies that regulate the |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>contribution of tourism to the country's economic growth.</p> <p>2- Describe the regulatory and legal frameworks governing the tourism industry locally and internationally.</p> <p>3- Knowledge of recent developments and future trends in the field of specialization</p> <p>4- Know the impact of tourism on economic aspects.</p>                                                                                                                                                                                               | <p>tourism sector and understand the legal principles that affect tourism practices.</p> <p>3- Students will be able to identify the characteristics of each type of tourism and determine the needs , and opportunities associated with it.</p> <p>4- Students will gain a deep understanding of the role of tourism in sustainable development and comprehend its multiple impacts.</p>                                                                                |
| <b>Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>1- Acquire tourist guidance skills in explaining the country's tourist attractions.</p> <p>2- Skills in managing online booking processes for airline tickets and completing the process of organizing tourist trips</p> <p>3- Acquire the ability to provide all tourist information related to the country.</p> <p>4- Ability to establish public relations with employers in the tourism market.</p> <p>5- Acquiring basic skills for working in tourism companies</p> <p>6- Acquiring tourism marketing and promotion skills</p> | <p>Learning outcomes statement / training courses in which students express their ability to explain details of tourist attractions</p> <p>Learning outcomes statement 2 / Measuring the student's ability to memorize airline codes and international airports and issue airline tickets</p> <p>Learning outcomes statement 3 / Test students on questions related to entry procedures for foreign countries and the procedures tourists must follow when traveling</p> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Values</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Commitment to professional ethics in the field of                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Program graduates are expected to adhere to professional and ethical values and to                                                                                                                                                                                                                                                                                                                                                                                       |

|                                                   |                                                                                                                                                           |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| specialization                                    | demonstrate responsibility and discipline.                                                                                                                |
| Respect for cultural diversity and teamwork       | Show respect for cultural diversity and teamwork and contribute to serving the community in accordance with the principles of justice and sustainability. |
| Integrity and honesty in professional performance | Commitment to standards in the performance of practical duties.                                                                                           |

## 9. Teaching and learning strategies

-The teaching and learning strategies at the college are based on promoting interaction, critical thinking, and the practical application of knowledge. These strategies include:

- \* Active Learning, which includes discussions and case studies to promote deep understanding
- \* Collaborative Learning, which relies on teamwork and the exchange of ideas
- \* Blended Learning combines traditional education and e-learning to improve the experience
- \* Continuous assessment: includes short tests, self-assessment, and feedback to improve performance
- \* Inquiry-based learning: Encourages students to research and explore rather than just receive information.

These strategies help students develop critical thinking and creativity skills, effectively preparing them for the job market.

## 10. Assessment methods

**1– Assessment is carried out by subject teachers through tests and exams.**

**2– Assessment is carried out by tourism company managers during practical training within tourism companies to determine the student's ability to acquire the basic skills that qualify them to work in a tourism company and complete all bookings requested by travelers.**

| 11. Faculty   |                                       |                            |                                      |                     |          |
|---------------|---------------------------------------|----------------------------|--------------------------------------|---------------------|----------|
| Faculty       |                                       |                            |                                      |                     |          |
| Academic Rank | Specialization                        |                            | Requirements/Special Skills (if any) | Faculty Preparation |          |
|               | General                               | Private                    |                                      | Per man ent         | Lecturer |
| Professor     | Tourism and Hotel Management          | Human Resource Management  |                                      | Mala k              |          |
| Professor     | Tourism and Hotel Management          | Tourism Media              |                                      | Mala ak             |          |
| Professor     | Tourism Sciences and Hotel Management | Future Studies in Strategy |                                      | Mala k              |          |
| Professor     | Business Management                   | Production and             |                                      | Mala k              |          |

|                            |                                                     |                                     |  |               |  |
|----------------------------|-----------------------------------------------------|-------------------------------------|--|---------------|--|
|                            |                                                     | <b>Operations</b>                   |  |               |  |
| <b>Assistant Professor</b> | <b>Business</b>                                     | <b>Human Resource Management</b>    |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>History</b>                                      | <b>Intellectual Heritage</b>        |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Tourism Sciences and Hotel Management</b>        | <b>Tourism Marketing Management</b> |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Tourism Sciences and Hotel Management</b>        | <b>Tourism Sociology</b>            |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Literature</b>                                   | <b>Arabic</b>                       |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Tourism and Hotel Management</b>                 | <b>Partial Tourism Economics</b>    |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Business Administration</b>                      | <b>Human Resource Management</b>    |  | <b>Malaak</b> |  |
| <b>Assistant Professor</b> | <b>Tourism Sciences and Business Administration</b> | <b>Tourism Geography</b>            |  | <b>Malaak</b> |  |
| <b>Teacher</b>             | <b>Tourism and Hotel Management</b>                 | <b>Tourism Planning</b>             |  | <b>Malaak</b> |  |
| <b>Teacher</b>             | <b>Tourism and Hotel Management</b>                 | <b>Tourism Planning</b>             |  | <b>Malaak</b> |  |
| <b>Teacher</b>             | <b>History</b>                                      | <b>Modern History</b>               |  | <b>Angel</b>  |  |
| <b>Teacher</b>             | <b>Archaeology</b>                                  | <b>Islamic</b>                      |  | <b>Malaak</b> |  |

|                      |                                              |                                        |  |                  |  |
|----------------------|----------------------------------------------|----------------------------------------|--|------------------|--|
|                      |                                              | archaeology<br>Numismatics             |  |                  |  |
| Teacher              | French                                       | French                                 |  | Mal<br>ak        |  |
| Teacher              | Tourism and<br>Management<br>Sciences Hotels | Human<br>Resources<br>Management       |  | Mal<br>aak       |  |
| Teacher              | Tourism and<br>Hotel<br>Management           | Strategic<br>Management                |  | Mal<br>aak       |  |
| Teacher              | English<br>Language and<br>Literature        | English<br>Literature                  |  | Mal<br>ak        |  |
| Teacher              | Accounting                                   | Tax<br>Accounting                      |  | Ang<br>el        |  |
| Teacher              | Tourism and<br>Hotel<br>Management           | Tourism<br>Marketing<br>Management     |  | Lan<br>dlor<br>d |  |
| Assistant<br>Teacher | Tourism and<br>Hotel<br>Management           | Tourist<br>Attractions                 |  | Mal<br>aak       |  |
| Assistant<br>Teacher | Tourism and<br>Hotel<br>Management           | Tourism<br>Anthropology                |  | Mal<br>aak       |  |
| Assistant<br>Teacher | Tourism and<br>Hotel<br>Management           | Tourism<br>Organization<br>al Behavior |  | Mal<br>ak        |  |
| Assistant<br>Teacher | Tourism and<br>Hotel<br>Management           | Microeconom<br>ics                     |  | Mal<br>aak       |  |
| Assistant<br>Teacher | Tourism and<br>Hotel<br>Management           | Tourism<br>Geography                   |  | Mal<br>aak       |  |
| Assistant<br>Teacher | Political Science                            | Political<br>Systems and               |  | Mal<br>aak       |  |

|                            |                                              |                                    |  |                |  |
|----------------------------|----------------------------------------------|------------------------------------|--|----------------|--|
|                            |                                              | <b>Public Policy</b>               |  |                |  |
| <b>Assistant Professor</b> | <b>Arabic</b>                                | <b>Arabic</b>                      |  | <b>Mal aak</b> |  |
| <b>Assistant Teacher</b>   | <b>Physical Education</b>                    | <b>Sports Training</b>             |  | <b>Mal ak</b>  |  |
| <b>Assistant Teacher</b>   | <b>History</b>                               | <b>Contemporar y History</b>       |  | <b>Mal ak</b>  |  |
| <b>Assistant Teacher</b>   | <b>Media</b>                                 | <b>Journalism</b>                  |  | <b>Mal ak</b>  |  |
| <b>Assistant Teacher</b>   | <b>Political Science</b>                     | <b>Political Systems</b>           |  | <b>Mal ak</b>  |  |
| <b>Assistant Teacher</b>   | <b>Physical Education and Sports Science</b> | <b>Training / Soccer</b>           |  | <b>Mal aak</b> |  |
| <b>Assistant Teacher</b>   | <b>Tourism</b>                               | <b>Tourism and Travel Guidance</b> |  | <b>Mal ak</b>  |  |
| <b>Assistant Teacher</b>   | <b>Tourism Studies</b>                       | <b>Public Relations Tourism</b>    |  | <b>Mal aak</b> |  |

## **Professional Development**

### **Orientation of new faculty members**

Introducing the college's vision, mission, and objectives, as well as the organizational structure of the college and department

### **Professional development for faculty members**

Encouraging faculty members to participate in international and local conferences, workshops, scientific lectures, and seminars, in addition to publishing scientific research in reputable international journals to enhance their scientific standing and improve their academic capabilities.

## **12. Admission criteria**

- Admission is based on students' results in previous stages of preparatory studies by achieving the required grade point average for admission to the college.
- In addition to personal interviews with graduates of the Institute of Tourism and Hospitality

### 13. Program development plan

- Developing the department by intensifying practical work to form a mini tourism company within the department that students can use to complete the booking process for travelers and understand the codes used by airlines and international airports through developing cooperation with private sector companies.
- Teaching development: Through the use of the latest available learning tools and the use of digital processes in teaching.
- Continuously updating the curriculum to meet the requirements of the job market so that students have the necessary skills and abilities to qualify for jobs in the private sector.

| Program skills outline |             |                               |                  |                                           |    |    |    |        |    |    |    |        |    |    |    |
|------------------------|-------------|-------------------------------|------------------|-------------------------------------------|----|----|----|--------|----|----|----|--------|----|----|----|
|                        |             |                               |                  | Required learning outcomes of the program |    |    |    |        |    |    |    |        |    |    |    |
| Year/Level             | Course Code | Course Name                   | Core or Elective | Knowledge                                 |    |    |    | Skills |    |    |    | Values |    |    |    |
|                        |             |                               |                  | A1                                        | A2 | A3 | A4 | B1     | B2 | B3 | B4 | C1     | C2 | C3 | C4 |
| First stage            | 5660217     | Arabic                        | Basic            | ✓                                         |    |    |    |        |    | ✓  |    |        | ✓  |    |    |
|                        | 5660216     | Computer                      | Basic            |                                           | ✓  |    |    | ✓      |    |    |    |        |    | ✓  |    |
|                        | 5660219     | Human Rights and Democracy    | Basic            |                                           |    |    | ✓  |        | ✓  |    |    |        | ✓  |    |    |
|                        | 5660215     | Partial Tourism Economics     | Basic            |                                           |    |    | ✓  |        | ✓  |    |    | ✓      |    |    |    |
|                        | 5660218     | Tourism Statistics            | Basic            | ✓                                         |    |    |    |        |    | ✓  |    |        |    | ✓  |    |
|                        | 5660212     | English                       | Basic            |                                           | ✓  |    |    | ✓      |    |    |    |        | ✓  |    |    |
|                        | 5660217     | History of Iraqi Civilization | Basic            | ✓                                         |    |    |    |        | ✓  |    |    | ✓      |    |    |    |

| Program Skills Outline |             |               |                              |                            |    |    |    |        |    |    |    |        |    |    |    |
|------------------------|-------------|---------------|------------------------------|----------------------------|----|----|----|--------|----|----|----|--------|----|----|----|
|                        |             |               |                              | Required Learning Outcomes |    |    |    |        |    |    |    |        |    |    |    |
| Year/Level             | Course Code | Administratio | Core or<br>Basic<br>Elective | Knowledge                  |    |    |    | Skills |    |    |    | Values |    |    |    |
|                        |             | Accounting    |                              | A1                         | A2 | A3 | A4 | B1     | B2 | B3 | B4 | C1     | C2 | C3 | C4 |
|                        |             | Basics of     |                              | Basic                      |    |    |    |        |    |    |    |        |    |    |    |
|                        | 5660211     | English       | Basic                        | ✓                          |    |    |    | ✓      |    |    | ✓  |        | ✓  |    |    |
|                        | 56602212    | Tourism       | Basic                        | ✓                          |    |    |    |        |    |    |    |        |    |    |    |

|              |          |                                  |       |                                           |   |   |   |   |   |   |  |   |   |  |  |
|--------------|----------|----------------------------------|-------|-------------------------------------------|---|---|---|---|---|---|--|---|---|--|--|
| Second stage | 56602211 | French                           | Basic |                                           |   | ✓ |   |   | ✓ |   |  |   | ✓ |  |  |
|              | 5660217  | Arabic                           | Basic |                                           |   | ✓ | ✓ | ✓ |   | ✓ |  |   | ✓ |  |  |
|              | 56602213 | Macro<br>Tourism<br>Economics    | Core  | ✓                                         |   |   |   |   | ✓ |   |  | ✓ |   |  |  |
|              | 56602214 | Computer                         | Basic |                                           | ✓ |   |   |   |   | ✓ |  | ✓ |   |  |  |
|              |          | Profession<br>al Ethics          | Basic |                                           |   | ✓ |   |   |   | ✓ |  |   | ✓ |  |  |
|              | 56602216 | Tourist<br>behavior              | Basic |                                           | ✓ |   |   | ✓ |   |   |  | ✓ |   |  |  |
|              | 56602220 | Tourist<br>guide                 | Basic |                                           |   | ✓ |   | ✓ |   |   |  | ✓ |   |  |  |
|              | 56602217 | Tourist<br>attractions           | Basic | ✓                                         |   |   |   | ✓ |   |   |  | ✓ |   |  |  |
|              | 56602218 | Tourist<br>geography             | Basic |                                           | ✓ |   |   | ✓ |   | ✓ |  |   | ✓ |  |  |
|              | 56602215 | Sustainabl<br>e Tourism          | Basic | ✓                                         |   |   |   | ✓ |   |   |  | ✓ |   |  |  |
|              |          | Crimes of<br>the Ba'ath<br>Party | Basic |                                           |   | ✓ |   |   |   | ✓ |  |   | ✓ |  |  |
|              |          |                                  |       | Required learning outcomes of the program |   |   |   |   |   |   |  |   |   |  |  |

| Year/Level | Course Code | Course                      | Core or Elective | Knowledge |    |    |    | Skills |    |    |    | Values |    |    |    |
|------------|-------------|-----------------------------|------------------|-----------|----|----|----|--------|----|----|----|--------|----|----|----|
|            |             |                             |                  | A1        | A2 | A3 | A4 | B1     | B2 | B3 | B4 | C1     | C2 | C3 | C4 |
| Stage 3    |             | Travel and Tourism Laws     | Basic            | ✓         |    |    |    |        |    | ✓  |    |        | ✓  |    |    |
|            | 56602323    | English                     | Basic            |           | ✓  |    |    |        |    | ✓  |    | ✓      |    |    |    |
|            | 56602321    | French                      | Basic            |           |    | ✓  |    |        |    | ✓  |    | ✓      |    |    |    |
|            | 56602327    | Tourism investment          | Basic            | ✓         |    |    |    | ✓      |    |    |    |        | ✓  |    |    |
|            | 56602323    | Tourism Protocol Management | Basic            |           | ✓  |    |    |        | ✓  |    |    | ✓      |    |    |    |
|            | 5660233     | Tourism Service Quality     | Basic            |           |    | ✓  |    | ✓      |    |    |    |        | ✓  |    |    |
|            | 56602324    | Tourism planning            | Basic            | ✓         |    |    |    |        | ✓  |    |    | ✓      |    |    |    |

|            |             |                            |                  |                                           |    |    |    |        |    |    |    |        |    |    |    |
|------------|-------------|----------------------------|------------------|-------------------------------------------|----|----|----|--------|----|----|----|--------|----|----|----|
|            | 56602219    | Travel                     | Basic            | Required learning outcomes of the program |    |    |    |        |    |    |    |        |    |    |    |
| Year/Level | Course Code | Course Name                | Core or Elective | Knowledge                                 |    |    |    | Skills |    |    |    | Values |    |    |    |
|            |             | Tourism Management         |                  | A1                                        | A2 | A3 | A4 | B1     | B2 | B3 | B4 | C1     | C2 | C3 | C4 |
|            | 56602214    | Tourism Project Management | Basic            | ✓                                         |    |    |    | ✓      |    |    |    |        | ✓  |    |    |
|            |             |                            | Core             | ✓                                         |    |    |    | ✓      |    | ✓  |    | ✓      | ✓  |    |    |

|              |          |                            |       |   |   |   |  |   |   |  |   |   |  |  |
|--------------|----------|----------------------------|-------|---|---|---|--|---|---|--|---|---|--|--|
| Fourth stage | 5660242  | English                    | Basic |   | ✓ |   |  | ✓ |   |  |   | ✓ |  |  |
|              | 5660243  | French                     | Basic | ✓ |   |   |  | ✓ |   |  | ✓ |   |  |  |
|              | 56602438 | Crisis Management          | Basic | ✓ |   |   |  |   | ✓ |  |   | ✓ |  |  |
|              | 56602435 | Human Resources Management | Basic |   |   | ✓ |  |   | ✓ |  | ✓ |   |  |  |
|              | 56602437 | Tourism Media              | Basic |   | ✓ |   |  | ✓ |   |  | ✓ |   |  |  |
|              | 56602431 | Tourism Legislation        | Basic | ✓ |   |   |  |   | ✓ |  |   | ✓ |  |  |
|              | 56602439 | Research Methods           | Basic |   |   | ✓ |  |   | ✓ |  | ✓ | ✓ |  |  |
|              | 56602436 | Tourism Marketing          | Basic | ✓ |   |   |  | ✓ |   |  | ✓ |   |  |  |
|              | 56602432 | Tourism Organization       | Basic | ✓ |   |   |  |   | ✓ |  |   | ✓ |  |  |

|  |          |                       |       |   |  |  |  |  |  |   |  |  |   |  |  |
|--|----------|-----------------------|-------|---|--|--|--|--|--|---|--|--|---|--|--|
|  | 56602434 | Tourist site analysis | Basic | ✓ |  |  |  |  |  | ✓ |  |  | ✓ |  |  |
|--|----------|-----------------------|-------|---|--|--|--|--|--|---|--|--|---|--|--|

Please check the boxes corresponding to the individual learning outcomes of the program being evaluated.



# Course Description Template

## Phase/First

## Business Administration

### Course Description

The course aims to introduce students to the basic concepts of management and various business fields, covering the evolution of management thought and the main functions of management, which include planning, organizing, directing, and controlling..

|                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1.                                                                                                                                                                                                                                                                                                                                                                                 | Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | Management Principles with a Focus on Business Management                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 2.                                                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | 56602110                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 3.                                                                                                                                                                                                                                                                                                                                                                                 | Chapter/                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | First and Second Year 2024/2025                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 4.                                                                                                                                                                                                                                                                                                                                                                                 | Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | 15/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 5.                                                                                                                                                                                                                                                                                                                                                                                 | Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | Classrooms + E-Lectures                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 6.                                                                                                                                                                                                                                                                                                                                                                                 | Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | Number of Units 3 Hours                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 7.                                                                                                                                                                                                                                                                                                                                                                                 | The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | Name : Eng. Dr. Shaima Hamid Rashid Email <a href="mailto:shema.h.r@uomustansiriyah.edu.iq">shema.h.r@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 8.                                                                                                                                                                                                                                                                                                                                                                                 | Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                    |                          |
|                                                                                                                                                                                                                                                                                                                                                                                    | <table><tr><td><ul style="list-style-type: none"><li>Identify the functions of the manager regardless of his position in the organizational structure</li><li>Study of the basic activities of the establishment</li><li>Learn about business management by sectors</li><li>Recognize the organization's ownership</li><li>What is the primary purpose of the organization's existence?</li></ul></td><td><b>Course Objectives</b></td></tr></table> | <ul style="list-style-type: none"><li>Identify the functions of the manager regardless of his position in the organizational structure</li><li>Study of the basic activities of the establishment</li><li>Learn about business management by sectors</li><li>Recognize the organization's ownership</li><li>What is the primary purpose of the organization's existence?</li></ul> | <b>Course Objectives</b> |
| <ul style="list-style-type: none"><li>Identify the functions of the manager regardless of his position in the organizational structure</li><li>Study of the basic activities of the establishment</li><li>Learn about business management by sectors</li><li>Recognize the organization's ownership</li><li>What is the primary purpose of the organization's existence?</li></ul> | <b>Course Objectives</b>                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                    |                          |

| 9. Teaching and Learning Strategy                                                                               |                           |                                                                                                    |                                                                                     |       |                    |
|-----------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------|--------------------|
| Lectures with the use of illustrations and giving examples from public life in a more accurate and detailed way |                           |                                                                                                    |                                                                                     |       | Strategy           |
| 10. Course Structure                                                                                            |                           |                                                                                                    |                                                                                     |       |                    |
| Evaluation Method                                                                                               | Learning Method           | Name of Unit or Topic                                                                              | Required Learning Outcomes                                                          | Hours | The week           |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Chapter One: The Nature of Management and the Tasks of the Director                                | Learn the basics In the administration Planning, organization. Guidance. Censorship | 12    | The week The first |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | First Topic: Nature of Management, Approaches, Challenges                                          | Know the challenges Facing the Manager                                              | 12    | Second Week        |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Second Topic: Manager's Tasks, Managerial Skills, Sources of Managerial Skills                     | The most important tasks of the manager The nature of the tasks Administrative      | 12    | Third Week         |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Manager Roles, Manager Jobs                                                                        | What are the most important roles of the manager Management Functions               | 12    | Fourth Week        |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Types of managers by organizational level                                                          | Organizational Structure For Institutions                                           | 12    | Week Five          |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Chapter Two: The Development of Administrative Thought<br>First Topic: Arab-Islamic Administration | Historical development Administrative Thought                                       | 12    | Week Six           |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Second Topic: Classical Traditional School, School of Scientific Management                        | Administrative Schools                                                              | 12    | Week Seven         |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | School of Administrative Divisions                                                                 | School Divisions Administrative                                                     | 12    | Week Eight         |
| Implicit questions + exam                                                                                       | Lecture Explanation Tests | Bureaucratic School, Common Attributes of Branch Schools                                           | Common Features                                                                     | 12    | Week Nine          |

|                                  |                                  |                                                                                                     |                                                       |    |                    |
|----------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------|----|--------------------|
|                                  |                                  |                                                                                                     | For Administrative Schools                            |    |                    |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Third Topic / School Humanism: The Bridge between Traditional and Contemporary Management</b>    | Contrast between schools Traditional and Contemporary | 12 | Week 10            |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Fourth Topic / School of Contemporary Trends</b>                                                 | School Trends Contemporary                            | 12 | Week One ten       |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Three / Management in a Changing Environment</b>                                         | Change Management                                     | 12 | Second Week ten    |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Four: Objectives and Strategic Planning</b>                                              | The importance of planning                            | 12 | Third Week ten     |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Five: Operational Plans</b>                                                              | The importance of making plans Operational            | 12 | Fourth Week ten    |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Six / Information and Decision Making</b>                                                | Decision-Making Process                               | 12 | Week Five ten      |
| <b>Second Semester</b>           |                                  |                                                                                                     |                                                       |    |                    |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Seven / Quantitative Methods in Planning and Decision-Making</b>                         | Decision-making methods                               | 12 | The week The first |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Eight / Function Design and organizational structure, First and Second Topics</b>        | What is Job Design                                    | 12 | Second Week        |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Third Topic / Organizational Design Patterns</b>                                                 | Knowing Design Patterns For Jobs                      | 12 | Third Week         |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Fourth Topic / Humanitarian aspects of Decisions on the Drafting of Organizational Structure</b> |                                                       | 12 | Fourth Week        |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Chapter Nine / Validity, First Topic</b>                                                         | Granting Powers                                       | 12 | Week Five          |
| <b>Implicit questions + exam</b> | <b>Lecture Explanation Tests</b> | <b>Second Topic: Chain of Command and Scope of Control</b>                                          | Management Hierarchy                                  | 12 | Week Six           |

|                                              |                                  |                                                                                 |                                                 |    |                 |
|----------------------------------------------|----------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------|----|-----------------|
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Third Topic: Delegation of Authority and Decentralization</b>                | Moving from centralization and decentralization | 12 | Week Seven      |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Ten: Internal Organizational Relations, First Topic</b>              | Relationships within the work                   | 12 | Week Eight      |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>The Second, Third and Fourth Topics - The Conflict Between the Divisions</b> | Conflict Management Organizational              | 12 | Week Nine       |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Eleven: The Organization is a Social System</b>                      | Knowing the Aspects Social Organization         | 12 | Week 10         |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Twelve: Motivation and Job Satisfaction</b>                          | The importance of motivation                    | 12 | Week One ten    |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Thirteen / Leadership</b>                                            | Knowledge of Leadership                         | 12 | Second Week ten |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Fourteen / Communication</b>                                         | Communication Channels In management            | 12 | Third Week ten  |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Fifteen: The Community's Operations</b>                              | Empowering Groups                               | 12 | Fourth Week ten |
| <b>Implicit questions + exam</b>             | <b>Lecture Explanation Tests</b> | <b>Chapter Sixteen: Oversight</b>                                               | The role of oversight in Organizations          | 12 | Week Five ten   |
| 11. The course evaluation is very good       |                                  |                                                                                 |                                                 |    |                 |
| <b>Annual Pursuit 40% and Final Exam 60%</b> |                                  |                                                                                 |                                                 |    |                 |
| 12. Learning and Teaching Resources          |                                  |                                                                                 |                                                 |    |                 |
|                                              |                                  |                                                                                 | <b>Book by Dr. Khalil Muhammad Al-Shammaa</b>   |    |                 |

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Phase/First

### Arabic Language

|                                                                                                                                                                                                                                                                                                                                                                                                     |                        |                                       |                                               |              |                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------------------|-----------------------------------------------|--------------|--------------------------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                      |                        |                                       |                                               |              |                                            |
| Arabic Language / First Stage                                                                                                                                                                                                                                                                                                                                                                       |                        |                                       |                                               |              |                                            |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                      |                        |                                       |                                               |              |                                            |
| 5660217                                                                                                                                                                                                                                                                                                                                                                                             |                        |                                       |                                               |              |                                            |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                    |                        |                                       |                                               |              |                                            |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                           |                        |                                       |                                               |              |                                            |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                          |                        |                                       |                                               |              |                                            |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                           |                        |                                       |                                               |              |                                            |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                    |                        |                                       |                                               |              |                                            |
| Came                                                                                                                                                                                                                                                                                                                                                                                                |                        |                                       |                                               |              |                                            |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                  |                        |                                       |                                               |              |                                            |
| 60 Hours                                                                                                                                                                                                                                                                                                                                                                                            |                        |                                       |                                               |              |                                            |
| 7. Course Administrator Name                                                                                                                                                                                                                                                                                                                                                                        |                        |                                       |                                               |              |                                            |
| Name : Anwar Ali Abdel Latif                                                                                                                                                                                                                                                                                                                                                                        |                        |                                       | Email: anwar.a.abd@uomustansiriyah.edu.iq     |              |                                            |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                |                        |                                       |                                               |              |                                            |
| <ul style="list-style-type: none"> <li>Enabling the student to speak in a correct and eloquent language.</li> <li>Use Arabic correctly in various situations.</li> <li>Abide by the rules of the Arabic language.</li> <li>Preserving the Arabic language from linguistic errors.</li> </ul>                                                                                                        |                        |                                       |                                               |              | <b>Objectives<br/>Material<br/>Tuition</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                   |                        |                                       |                                               |              |                                            |
| Use interactive activities.<br>Focus on understanding, not memorization.<br>Use modern technology.<br>Diversify teaching methods.<br>It is distributed between theoretical exams (daily and monthly) and participation in the classrooms through the use of competitive questions for students, homework, and grade as follows:<br>1- Annual Pursuit (40 marks)<br>2- Final Written Exam (60 marks) |                        |                                       |                                               |              | <b>Strategy</b>                            |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                |                        |                                       |                                               |              |                                            |
| <b>Evaluation Method</b>                                                                                                                                                                                                                                                                                                                                                                            | <b>Learning Method</b> | <b>Name of Unit or Topic</b>          | <b>Required Learning Outcomes</b>             | <b>Hours</b> | <b>The week</b>                            |
| <b>Oral Exam</b>                                                                                                                                                                                                                                                                                                                                                                                    | Lecture                | Knowledge of speech sections          | Teaching students speech sections             | 4            | <b>First Week</b>                          |
| <b>Oral Exam</b>                                                                                                                                                                                                                                                                                                                                                                                    | Lecture/Discussion     | What is right to be composed of words | Understanding what is right to make up speech | 4            | <b>Second Week</b>                         |

|                        |                         |                                                                                                                       |                                                                                                                 |   |                            |
|------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---|----------------------------|
| <b>Oral Exam</b>       | Discussion and Dialogue | How do we differentiate between the sections of speech and what is the evidence that they are confined to these types | Knowing how to differentiate between speech sections and what is the evidence                                   | 4 | <b>Third Week</b>          |
| <b>Oral Exam</b>       | Lecture/Discussion      | Name Tags                                                                                                             | Recognize Name Tags                                                                                             | 4 | <b>Fourth Week</b>         |
| <b>Oral Exam</b>       | Participatory Learning  | Sections of the noun in terms of masculine and feminine                                                               | Understanding and understanding the parts of the noun in terms of remembrance and femininity                    | 4 | <b>Week Five</b>           |
| <b>Oral Exam</b>       | Working Paper           | Sections of the name in terms of number                                                                               | See the name sections by number                                                                                 | 4 | <b>Week Six</b>            |
| <b>Written Exam</b>    |                         | Midterm Exam                                                                                                          | Student Subject Testing                                                                                         | 4 | <b>Week Seven</b>          |
| <b>Oral Exam</b>       | Lecture/Discussion      | Signs of each of the verbs                                                                                            | Understanding and Understanding the Signs of Each Verb                                                          | 4 | <b>Week Eight</b>          |
| <b>Oral Exam</b>       | Discussion and Dialogue | If the word indicates the meaning of the verb and does not accept its sign, it is a verb noun                         | Teaching students if the word indicates the meaning of the verb and does not accept its sign, it is a verb noun | 4 | <b>Week Nine</b>           |
| <b>Oral Exam</b>       | Lecture/Discussion      | What distinguishes the letter                                                                                         | Knowing what the craft is good about                                                                            | 4 | <b>Week 10</b>             |
| <b>Oral Exam</b>       | Working Paper           | Arabized and built                                                                                                    | View the Arabized and Built                                                                                     | 4 | <b>The week Eleventh</b>   |
| <b>Oral Exam</b>       | Lecture/Discussion      | Definition of Syntax with Examples                                                                                    | Standing on the definition of syntax with examples                                                              | 4 | <b>The week Twelfth</b>    |
| <b>Oral Exam</b>       | Lecture/Discussion      | Definition of construction with examples                                                                              | Standing when defining construction with examples                                                               | 4 | <b>The week Thirteenth</b> |
| <b>Oral Exam</b>       | Participatory Learning  | The hollow and imperfect verb                                                                                         | Teaching students the hollow and incomplete verb                                                                | 4 | <b>The week Fourteenth</b> |
| <b>Written Exam</b>    | Lecture/Discussion      | End of Semester Exam                                                                                                  | Student Subject Testing                                                                                         | 4 | <b>The week Fifteenth</b>  |
| <b>Second Semester</b> |                         |                                                                                                                       |                                                                                                                 |   |                            |
| <b>Oral Exam</b>       | Lecture/Discussion      | Conditions for the Expression of Six Letters                                                                          | Understanding the conditions for the                                                                            | 4 | <b>First Week</b>          |

|                                                 |                         |                                                               |                                                                             |   |                            |
|-------------------------------------------------|-------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------|---|----------------------------|
|                                                 |                         |                                                               | expression of the six nouns in letters                                      |   |                            |
| Oral Exam                                       | Lecture/Discussion      | Expression of Muthanna and what follows it                    | Knowing the expression of Muthanna and what follows it                      | 4 | <b>Second Week</b>         |
| Oral Exam                                       | Discussion and Dialogue | Expression of the plural of the masculine and what follows it | Learn how to express the masculine plural and what follows it               | 4 | <b>Third Week</b>          |
| Oral Exam                                       | Lecture/Discussion      | The languages of the Arabs in the plural of the masculine     | Familiarizing students with Arabic languages in the plural of the masculine | 4 | <b>Fourth Week</b>         |
| Oral Exam                                       | Lecture/Discussion      | Expression of the plural of the feminine and what follows it  | Understanding the way of expressing the feminine plural and what follows it | 4 | <b>Week Five</b>           |
| Oral Exam                                       | Working Paper           | Expression of the noun that does not pronounce                | See the pronunciation of the noun that does not pronounce                   | 4 | <b>The week Sixth</b>      |
|                                                 |                         |                                                               | Student Subject Testing                                                     | 4 | <b>The week Seventh</b>    |
|                                                 | Written Exam            |                                                               | Second Semester Midterm Exam                                                |   | <b>The week Eighth</b>     |
| Oral Exam                                       | Lecture/Discussion      | Expression of the Five Verbs                                  | How are the five verbs pronounced?                                          | 4 | <b>The week Ninth</b>      |
| Oral Exam                                       | Lecture/Discussion      | The expression of the sick from the verbs                     | How is the pronunciation of the verb                                        | 4 | <b>The week X</b>          |
| Oral Exam                                       | Lecture/Discussion      | Expression of the sick from nouns                             | How is the pronunciation of the sick from the nouns                         | 4 | <b>The week Eleventh</b>   |
| Oral Exam                                       | Participatory Learning  | Meaning of Nakra                                              | What is meant by denial                                                     | 4 | <b>The week Twelfth</b>    |
| Oral Exam                                       | Lecture/Discussion      | The Meaning and Types of Knowledge                            | What is Knowledge and its Types                                             | 4 | <b>The week Thirteenth</b> |
| Oral Exam                                       | Discussion and Dialogue | Conscience and its meaning                                    | What is meant by pronoun and its meaning                                    | 4 | <b>The week Fourteenth</b> |
|                                                 | Written Exam            |                                                               | Student Subject Testing                                                     | 4 | <b>The week Fifteenth</b>  |
| <b>11. Course Evaluation</b>                    |                         |                                                               |                                                                             |   |                            |
| Annual Pursuit 40% and Final Exam Score 60%     |                         |                                                               |                                                                             |   |                            |
| <b>12. Learning and Teaching Resources</b>      |                         |                                                               |                                                                             |   |                            |
| <b>Required Textbooks (Methodology, if any)</b> |                         |                                                               |                                                                             |   | <b>1</b>                   |

|                                                                                                                                                                                                                                                                                   |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>The Grammatical and Morphological Application of Dr. Abdo Al-Rajhi / Professor of Linguistic Sciences - Faculty of Arts - Alexandria University</b>                                                                                                                            |   |
| Main References (Sources)<br>The clearest paths of the millennium of Ibn Malik/Ibn Hisham.<br>Ibn al-Nazim commented on the millennium of Ibn Malik.                                                                                                                              | 2 |
| Recommended books and supporting references (scientific journals, reports...<br>Adequate grammar / Abbas Hassan.<br>Meanings of Grammar / Dr. Fadel Al-Samarrai<br>Applied Grammar by Dr. Abdo Al-Rajhi<br>Applied Grammar / Dr. Hadi Nahr<br>Applied Grammar / Khaled Abdel Aziz | 3 |

**Signature of the professor of the subject      Signature of the head of  
the department**

# Course Description Template

## Phase / First

### Course Description

|                                                                                                                                                                                                                                                                                                                                                                            |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                             |                          |
| Human Rights and Democracy                                                                                                                                                                                                                                                                                                                                                 |                          |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                             |                          |
| 5660219                                                                                                                                                                                                                                                                                                                                                                    |                          |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                           |                          |
| 2024 - 2025                                                                                                                                                                                                                                                                                                                                                                |                          |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                 |                          |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                  |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                           |                          |
| Classroom                                                                                                                                                                                                                                                                                                                                                                  |                          |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                         |                          |
| Number of Hours ( Total ) ( 30 ) Number of Units ( Total ) ( 60 )                                                                                                                                                                                                                                                                                                          |                          |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                               |                          |
| Name : Eng. Samir Mahmoud Jassim Email: samir.mahmud@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                |                          |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                       |                          |
| <p>The subject of human rights and democracy is new to our Iraqi educational, scientific, cultural and human rights institutions, and it is a product of the post-dictatorship that began in 2003, so many of the peoples of the world have made great sacrifices, whether from their ordinary citizens, from their media or intellectuals, in defending these rights.</p> | <b>Course Objectives</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                          |                          |
| <ul style="list-style-type: none"> <li>Learn and know civil and political rights, political awareness, and what human rights are.</li> <li>Identify the concept and cases of democracy and political participation.</li> <li>Multi-party is the basis of democracy and the forms of the political system.</li> </ul>                                                       | <b>Strategy</b>          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <ul style="list-style-type: none"> <li>Familiarizing themselves with the election mechanism and its laws, and urging students to participate in the elections that</li> </ul> <p>Periodically, the transfer of power and the separation of powers</p> <p>Introducing the student to general concepts of civil and political rights in ancient civilizations and acquaintance with the laws, as well as identifying the general principles of the Universal Declaration of Human Rights and the international treaties and covenants that followed the Declaration in 1948.</p> |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## 10. Course Structure

| Evaluation Method                                                           | Learning Method                                                       | Name of Unit or Topic                                              | Required Learning Outcomes                                                                    | Hours | The week    |
|-----------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------|-------------|
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through Discussion     | Human Rights in Ancient Civilizations<br>Mesopotamian Civilization | Knowledge of the student in in rights<br>Man in civilization<br>Mesopotamian Valley           | 1     | First Week  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the Data Show<br>And questions and answers through Discussion | Greek Civilization                                                 | Knowledge of students in<br>This civilization and what<br>Concerning human rights             | 1     | Second Week |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through Discussion     | Roman Civilization                                                 | Knowledge of Students<br>In this civilization and what<br>resulted in the rights of Human     | 1     | Third Week  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through Discussion     | Universal Declaration<br>1948 Human Rights                         | Knowledge of Students<br>With this customary declaration<br>and international attention to it | 1     | Fourth Week |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Presentation data show<br>And questions and answers through   | Civil and Political Rights                                         | Students' knowledge of this<br>Rights being a part<br>From life<br>Social                     | 1     | Week Five   |

|                                                                             |                                                        |                                                                                            |                                                                                  |   |                 |
|-----------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---|-----------------|
| <b>Students' knowledge of exam questions</b>                                | Through Data show<br>And questions and answers through | First exam                                                                                 | Knowledge of questions Exam                                                      | 1 | Week Six        |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | The right to free elections and honest<br>The Right to Democracy                           | Knowledge of Students<br>In place Elections and democracy                        | 1 | Week Seven      |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Freedom of assembly<br>Freedom of the press<br>Freedom of Association<br>Freedom of Belief | Students' knowledge of this<br>Important Rights                                  | 1 | Week Eight      |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Right to Peace<br>Transparency and the right to<br>Get information                         | Knowledge of Students<br>Subject These rights                                    | 1 | Week Nine       |
| <b>Understanding and Discussing Students</b>                                | Through Data show<br>And questions and answers through | First Semester<br>Midterm Exam                                                             | Students' knowledge of the most important<br>Special Questions<br>In the subject | 1 | Week 10         |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Economic Rights and social<br>The right to food                                            | Knowledge of Students<br>The most important thing is that<br>Rights              | 1 | Week One ten    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | The right to shelter (housing)<br>Right to health                                          | Knowledge of Students<br>The most important rights related to<br>In the subject  | 1 | Second Week ten |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Right to education<br>Violations of the right to<br>development<br>Economic Rights         | Knowledge of Students<br>The most important rights<br>Economic                   | 1 | Third Week ten  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Democracy<br>The Concept of Democracy<br>Definition of Democracy                           | Knowledge of Students<br>Importance Democracy                                    | 1 | Fourth Week ten |

|                                                                             |                                                           |                                                                                                                              |                                                                                                |   |                       |
|-----------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---|-----------------------|
| <b>Giving the grades of the first semester</b>                              | knowledge<br>Students<br>The nature of the questions      | End of Semester Exam                                                                                                         | examination                                                                                    | 1 | Week Five ten         |
| <b>Second Semester</b>                                                      |                                                           |                                                                                                                              |                                                                                                |   |                       |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through<br>Data show<br>And questions and answers through | Forms of Democracy<br>Direct Democracy<br>Semi-direct democracy<br>Liberal Democracy                                         | Knowledge of Students<br>The Emergence of Democracy                                            | 1 | The week<br>The first |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through<br>Data show<br>And questions and answers through | Representative Democracy<br>Consensual democracy<br>Delegated Democracy                                                      | Knowledge of Students<br>Types of Democracy                                                    | 1 | Second Week           |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through<br>Data show<br>And questions and answers through | General Conditions for Success<br>Democratic system<br>Respect for human rights<br>Political Pluralism                       | Students' knowledge of the most important Conditions<br>Contribute to the success of Democracy | 1 | Third Week            |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through<br>Data show<br>And questions and answers through | Peaceful Rotation of Power<br>Political Equality<br>Respect for the principle of majority<br>The existence of a state of law | Students' knowledge of the principles<br>Basic System<br>Democratic                            | 1 | Fourth Week           |
| <b>Students' Discussion on the Mechanism of Answering</b>                   | Through<br>Data show<br>Exam Questions                    | First Exam for Second Semester                                                                                               | Knowledge of students in a style<br>Writing in the exam                                        | 1 | Week Five             |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through<br>Data show<br>And questions and answers through | Chapter Five<br>Ingredients and Elements<br>Key Democracy<br>Citizenship<br>Political Participation<br>Elections             | Students' knowledge of what it is<br>Components of Democracy                                   | 1 | Week Six              |
| <b>Understanding and discussing the topic and</b>                           | Through<br>Data show<br>And questions and answers through | Representatives and Responsibility<br>Opposition                                                                             | Students' knowledge of the paragraphs                                                          | 1 | Week Seven            |

|                                                                             |                                                        |                                                                                           |                                                                       |   |                 |
|-----------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---|-----------------|
| <b>giving grades to students</b>                                            |                                                        | Separation of government<br>Parliament<br>Constitutional<br>Legitimacy                    | mentioned for its importance                                          |   |                 |
| <b>Discussing students and giving grades</b>                                | Through Data show<br>And questions                     | Pros and Cons of the System<br>Democratic                                                 | Knowledge of Students<br>Pros                                         | 1 | Week Eight      |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Disadvantages of a democratic system                                                      | Knowledge of Students<br>The Cons of the System<br>Democratic         | 1 | Week Nine       |
| <b>Students' Understanding of the Answer Style</b>                          | Through data show<br>View Exam Questions               | Mid-term exam<br>Second                                                                   | Students' knowledge of Answer and Writing Method<br>In the exam paper | 1 | Week 10         |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Basic Safeguards<br>For the success and protection of<br>Freedoms in<br>Democratic system | Knowledge of Students<br>Basic Safeguards                             | 1 | Week One ten    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Political guarantees                                                                      | knowledge<br>Political guarantees                                     | 1 | Second Week ten |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Social Guarantees                                                                         | Knowing the role of tourism in individual development                 | 1 | Third Week ten  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through Data show<br>And questions and answers through | Legal Guarantees                                                                          | Knowledge of legal guarantees                                         | 1 | Fourth Week ten |
| <b>Students' understanding of the answer mechanism</b>                      | View Questions<br>On Screen                            | End of Semester Exam                                                                      | Knowledge of the exam<br>The last for the second semester             | 2 | Week Five ten   |

#### 11. Course Evaluation

The first semester is three exams, each exam (5 marks) and (5) grades of activity and attendance grades to become the semester grade (20 marks).  
Second semester: three exams, each exam (5 marks) and (5) grades of activity and attendance to become the grade of the semester (20 marks).  
The total grades of the two semesters (40 marks)  
Final Exam (60 marks)

| 12. Learning and Teaching Resources                                                 |                                                             |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------|
| And the Future, Beirut, Misr Mortada Foundation for Iraqi Books, 1st Edition, 2011. | Dr. Faleh Abdul Jabbar Democratic Transition in Iraq        |
| 9 April 2003, Beirut, Al-Ma'arif Publications, 1st Edition, 2013.                   | Dr Firas Al Bayati Democratic transition in Iraq            |
| ,Ministry of Higher Education and Scientific Research , 1st Edition ,2014           | Dr. Abd Ali Kazem Al-Mamouri , Human Rights                 |
| About Al-Fajr Center for Iraqi Studies and Research, Baghdad, 2005.                 | Dr. Aziz Jabr Shayal, Iraqi Papers, Monthly Magazine Issued |

**Signature of the professor of the subject      Signature of the head of the  
department**

## Course Description Template Phase I

### Course Description Accounting Companies

هي مادة تعنى بتسجيل وتحليل العمليات المالية التي تخص أنواع الشركات المختلفة منها السياحية،  
مثل الشركات (و شركات الأموال (مثل التضامن والتوصية البسيطة) وخصوصاً شركات الأشخاص

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
| Corporate Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
| 5660213                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 15/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |
| Classrooms                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                                                  |                   |
| 6 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                        |                   |
| Name M. Mohammed Khalaf Hamoud Email<br>mohamedkhla80@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                        |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |
| <ul style="list-style-type: none"><li>Helping the student to learn how to record accounting events for tourism companies.</li><li>Ability to prepare financial statements for tourism companies.</li><li>Assisting the management of the tourist establishment in making financial transactions by providing the necessary accounting data for this purpose.</li><li>Preparing an accounting staff capable of managing tourism companies.</li></ul> | Course Objectives |

## 9. Teaching and Learning Strategy

Lectures + Reports & Research + Seminars + Exams + Exams

Strategy

## 10. Course Structure

| Evaluation Method             | Learning Method                       | Name of Unit or Topic                                | Required Learning Outcomes                          | Hours | The week      |
|-------------------------------|---------------------------------------|------------------------------------------------------|-----------------------------------------------------|-------|---------------|
| <b>General Questions</b>      | Descriptive Explanation and Narrative | Accounting Cycle                                     | Identify companies, their types and characteristics | 2     | First Week    |
| <b>discussion</b>             | Explain and explain                   | Double Constraint Theory                             |                                                     |       | Second Week   |
| <b>Daily exam</b>             | Descriptive explanation               | Accounting Concepts, Rules and Standards             |                                                     |       | Third Week    |
| <b>Questions</b>              | explain                               | Money Companies                                      |                                                     |       | Fourth Week   |
| <b>discussion</b>             | Solutions For Exercises Accounting    | Exercises and Examples of Forming People's Companies |                                                     |       | Week Five     |
| <b>Questions on the topic</b> | Exercises and examples with solutions | Exercises and Examples of Forming People's Companies |                                                     |       | Week Six      |
| <b>discussion</b>             | Serial Narrative                      | People Companies                                     |                                                     |       | Week Seven    |
| <b>discussion</b>             | Solutions for Tigers                  | Examples of how the accounting cycle is applied      |                                                     |       | Week Eight    |
| <b>General Questions</b>      | descriptive                           | Preparation of the trial balance                     |                                                     |       | Week Nine     |
| <b>discussion</b>             | Serial Narrative                      | Income Statement                                     |                                                     |       | Week 10       |
| <b>Daily exam</b>             | Accounting Solutions                  | Practical Exercises                                  |                                                     |       | Eleventh Week |
| <b>discussion</b>             | descriptive                           | Balance Sheet                                        |                                                     |       | Week 12       |
| <b>discussion</b>             | Accounting Solutions                  | Accounting Examples                                  |                                                     |       | Week 13       |
| <b>General Questions</b>      | Serial Narrative                      | List of Equity                                       |                                                     |       | Week 14       |
| <b>Monthly exam</b>           | Accounting Solutions                  | Exercises Choose the Right Answer                    |                                                     |       | Week Fifteen  |

## Second Semester

|                              |                                                   |                                                                  |  |  |                  |
|------------------------------|---------------------------------------------------|------------------------------------------------------------------|--|--|------------------|
| <b>discussion</b>            | Descriptive<br>Explanatio<br>n and<br>Narrative   | Accounting<br>Assumptions                                        |  |  | First Week       |
| <b>General<br/>Questions</b> | Explain<br>and explain                            | Accounting Principles                                            |  |  | Second Week      |
| <b>discussion</b>            | Exercises<br>and<br>examples<br>with<br>solutions | Inventory Valuation<br>Methods                                   |  |  | Third Week       |
| <b>Daily exam</b>            | explain                                           | Accrual Basis and<br>Cash Basis                                  |  |  | Fourth Week      |
| <b>discussion</b>            | Solutions<br>for<br>accounting<br>exercises       | Distribution of profits<br>and losses in<br>individual companies |  |  | Week Five        |
| <b>General<br/>Questions</b> | Descriptive<br>explanation                        | Distribution of profits<br>and losses in money<br>companies      |  |  | Week Six         |
| <b>discussion</b>            | Serial<br>Narrative                               | Extinction and<br>methods of calculating<br>it                   |  |  | Week Seven       |
| <b>Daily exam</b>            | Solutions<br>for Tigers                           | Exercises, examples,<br>and rules for each<br>method             |  |  | Week Eight       |
| <b>discussion</b>            | Descriptive<br>Explanatio<br>n and<br>Narrative   | Practical exercises<br>about hotel sections                      |  |  | Week Nine        |
| <b>General<br/>Questions</b> | Explain<br>and explain                            | Inventory Adjustments                                            |  |  | Week 10          |
| <b>discussion</b>            | Exercises<br>and<br>examples<br>with<br>solutions | Internal Accounting in<br>Hotel Establishments                   |  |  | Eleventh<br>Week |
| <b>Daily exam</b>            | explain                                           | Accounting for the<br>liquidation of<br>companies                |  |  | Week 12          |
| <b>discussion</b>            | Descriptive<br>explanation                        | Liquidation of Persons<br>Companies                              |  |  | Week 13          |
| <b>General<br/>Questions</b> | Solutions<br>For<br>Exercises<br>Accounting       | Exercises and<br>examples of instant<br>filtering                |  |  | Week 14          |
| <b>Monthly<br/>exam</b>      | editorial<br>Chapter<br>Two                       | Monthly exam                                                     |  |  | Week Fifteen     |

|                                                                                                        |
|--------------------------------------------------------------------------------------------------------|
| 11. Course Evaluation                                                                                  |
| Daily Reports Annual Pursuit 40% Final Exam 60%                                                        |
| 12. Learning and Teaching Resources                                                                    |
| Dr. Radwan Helwa Hanan et al. Amman University, Corporate Accounting, Ithra Publishing & Distribution. |

**Signature of the professor of the subject      Signature of the head of the  
department**

## Course Description Template

### Phase / First

### Course Description English

The course gives the students the chance to enhance their ability to read and write in English and know the verb tenses and function language.

|                                                                                                                                                                                                                     |                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name :                                                                                                                                                                                                    |                   |
| English                                                                                                                                                                                                             |                   |
| 2. Course Code                                                                                                                                                                                                      |                   |
| 5660212                                                                                                                                                                                                             |                   |
| 3. Semester / Year :                                                                                                                                                                                                |                   |
| 2024-2025                                                                                                                                                                                                           |                   |
| 4. Date of preparation of this description:                                                                                                                                                                         |                   |
| 15/9/2025                                                                                                                                                                                                           |                   |
| 5. Available Forms of Attendance:                                                                                                                                                                                   |                   |
| My Attendance in Classrooms + Language Lab                                                                                                                                                                          |                   |
| 6. Number of Hours (Total) Number of Units (Total):                                                                                                                                                                 |                   |
| One hour                                                                                                                                                                                                            |                   |
| 7. The name of the course administrator (if more than one name is mentioned                                                                                                                                         |                   |
| Name: Eng. Muzahim Hussain Mohammed Email:<br><b><u>muzahimhussein@uomustansiriyah.edu.iq</u></b>                                                                                                                   |                   |
| 8. Course Objectives                                                                                                                                                                                                |                   |
| <ul style="list-style-type: none"><li>• Improve your reading skill</li><li>• Developing Writing Skills</li><li>• Mastering grammar and tenses</li><li>• Developing communication and conversation skills.</li></ul> | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                   |                   |

|                                                                                                                                                                                                                    |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <ul style="list-style-type: none"> <li>• In-person lectures and discussions</li> <li>• Daily and monthly exams</li> <li>• Student-centered strategy to play the biggest role in the educational process</li> </ul> | Strategy |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

## 10. Course Structure

| Evaluation Method      | Learning Method | Name of Unit or Topic                                              | Required Learning Outcomes                               | Hours | The week      |
|------------------------|-----------------|--------------------------------------------------------------------|----------------------------------------------------------|-------|---------------|
| <b>Daily + Monthly</b> | Came            | <b>Introduction</b>                                                | Recall of previous information                           | 3     | First Week    |
| <b>Daily + Monthly</b> | Came            | <b>Reading Passage, Exercises</b>                                  | Developing Reading Skills                                | 3     | Second Week   |
| <b>Daily + Monthly</b> | Came            | <b>The tense system Simple, continuous, perfect</b>                | Mastering the times                                      | 3     | Third Week    |
| <b>Daily + Monthly</b> | Came            | <b>Active and passive/ Been there, done that</b>                   | Recognizing the Unknown and the Known                    | 3     | Fourth Week   |
| <b>Daily + Monthly</b> | Came            | <b>Monthly Examination</b>                                         |                                                          | 3     | Week Five     |
| <b>Daily + Monthly</b> | Came            | <b>Present perfect simple and continuous</b>                       | Distinguishing between the tenses of the present perfect | 3     | Week Six      |
| <b>Daily + Monthly</b> | Came            | <b>Narrative tenses</b>                                            |                                                          | 3     | Week Seven    |
| <b>Daily + Monthly</b> | Came            | <b>Reading Passage /Past simple, past continuous, past perfect</b> | Developing reading comprehension skills                  | 3     | Week Eight    |
| <b>Daily + Monthly</b> | Came            | <b>Present simple(question, positive, negative)</b>                |                                                          | 3     | Week Nine     |
| <b>Daily + Monthly</b> | Came            | <b>Present simple (uses)</b>                                       |                                                          | 3     | Week 10       |
| <b>Daily + Monthly</b> | Came            | <b>Have and have got + present continuous</b>                      | Recognize some of the grammatical structures             | 3     | Eleventh Week |
| <b>Daily + Monthly</b> | Came            | <b>Past ( negative+ positive)</b>                                  | Mastering the times                                      | 3     | Week 12       |
| <b>Daily + Monthly</b> | Came            | <b>Preposition in time expressions</b>                             | Solving exercises involving prepositions                 | 3     | Week 13       |
| <b>Daily + Monthly</b> | Came            | <b>Expression of quality</b>                                       | Using quantity expressions                               | 3     | Week 14       |
| <b>Daily + Monthly</b> | Came            | <b>Monthly Examination</b>                                         |                                                          | 3     | Week Fifteen  |
| <b>Second Semester</b> |                 |                                                                    |                                                          |       |               |
| <b>Daily + Monthly</b> | Came            | Compound nouns L lifestyle                                         |                                                          | 3     | First Week    |

|                                                       |      |                                        |                                        |   |               |
|-------------------------------------------------------|------|----------------------------------------|----------------------------------------|---|---------------|
| <b>Daily + Monthly</b>                                | Came | Informal language                      |                                        | 3 | Second Week   |
| <b>Daily + Monthly</b>                                | Came | Antonyms and synonyms                  |                                        | 3 | Third Week    |
| <b>Daily + Monthly</b>                                | Came | Expressions of quantity                |                                        | 3 | Fourth Week   |
| <b>Daily + Monthly</b>                                | Came | Social expressions/ great to see you.  |                                        | 3 | Week Five     |
| <b>Daily + Monthly</b>                                | Came | Informal letters / great to see you.   |                                        | 3 | Week Six      |
| <b>Daily + Monthly</b>                                | Came | Future possibilities about your life.  |                                        | 3 | Week Seven    |
| <b>Daily + Monthly</b>                                | Came | Conversations about tourism and hotels |                                        | 3 | Week Eight    |
| <b>Daily + Monthly</b>                                | Came | Adverbs and adjectives                 |                                        | 3 | Week Nine     |
| <b>Daily + Monthly</b>                                | Came | Determiners                            |                                        | 3 | Week 10       |
| <b>Daily + Monthly</b>                                | Came | Modal verbs                            |                                        | 3 | Eleventh Week |
| <b>Daily + Monthly</b>                                | Came | Relative clauses                       |                                        | 3 | Week 12       |
| <b>Daily + Monthly</b>                                | Came | Conditionals                           |                                        | 3 | Week 13       |
| <b>Daily + Monthly</b>                                | Came | Expressions in hotels                  |                                        | 3 | Week 14       |
| <b>Daily + Monthly</b>                                | Came | Monthly exam                           |                                        | 3 | Week Fifteen  |
| <b>11. Course Assessment: Monthly and Final Exams</b> |      |                                        |                                        |   |               |
|                                                       |      |                                        |                                        |   |               |
| <b>12. Learning and Teaching Resources</b>            |      |                                        |                                        |   |               |
| New Headway (Student's Book)<br>Intermediate          |      |                                        | New Headway (WorkBook)<br>Intermediate |   |               |

**Signature of the professor of the subject      Signature of the head of the department**

## Course Description Form Tourism Statistics Phase/First

### Course Description

التعريف يعكس المقرر دراسة علم الاحصاء في مختلف مجالات القطاع السياحي والفندقي شروعاً من في مختلف العلوم مع بيان خصائصه ودوره في عملية جمع البيانات وتبويبها بأهمية علم الاحصاء وتحليلها في البحوث السياحية والفندقية وصولاً إلى وضع الاستنتاجات والتوصيات التي تجد الحلول الناجعة تحسين جودة القطاع السياحي لمشكلة البحث العلمي، ودراسة الظاهرة الاحصائية وايجاد العوامل المؤثرة في وتحقيق تنمية سياحية مستدامة.

|                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Course Name :                                                            | Tourism Statistics                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2. Course Code:                                                             | 5660218                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 3. Year 2024 – 2025                                                         | 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 4. Date of preparation of this description                                  | 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 5. Forms of attendance available weekly at the rate of one lecture per week |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6. Number of Hours (Total) Number of Units (Total) Thirty Hours             |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 7. Course Teaching Name                                                     | Name : Eng. Dr. Abdul Hakim Jamil Shukri Email: <a href="mailto:rt210h@uomustansiriyah.edu.iq">rt210h@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                   |
| 8. Course Objectives                                                        | <b>Course Objectives</b> <ul style="list-style-type: none"><li>• Introducing the importance, nature and areas of employing statistics in the various directions of tourism and hotel activity.</li><li>• Define the mechanism of data collection, display, classification and analysis.</li><li>• Explain the benefits, advantages and methods of employing statistics in addressing the problems facing the hotel and tourism industry.</li></ul> |

- **Employing Measures of Centralization and Absolute and Relative Dispersion to Process Tourism and Hotel Sector Data**
- **Introducing the statistical tests for the analysis of tourism and hotel research.**

## 9. Teaching and Learning Strategy

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1. Addressing the importance of statistics in the tourism sector.<br>2. How to analyze data related to tourism and hotel activity in the tourism and hotel sector.<br>3. Developing the skills of tourism students in the field of scientific research and the mechanism of diagnosing the appropriate statistical methods and means for the nature of tourism and hotel projects.<br>4. Clarifying the best statistical solutions to address problems in tourism and hotel magazines.<br>5. Ways to predict the future of tourism and hotel projects in Iraq. | Strategy |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

## 10. Course Structure

| Evaluation Method       | Learning Method    | Name of Unit or Topic                                                                                   | Required Learning Outcomes                                                              | Hours | The week    |
|-------------------------|--------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------|-------------|
| <b>There isn't any</b>  | Lecture            | Presentation of the subject vocabulary to students and the study plan<br>Methods of evaluating students | General Concepts +<br>Introduction + Historical Overview +<br>The Concept of Statistics | 1     | First Week  |
| <b>There isn't any</b>  | Lecture            |                                                                                                         | Sources of Collection Data and methods Collected                                        | 1     | Second Week |
| <b>discussion</b>       | Lecture            | Types of Tables<br>Statistical Data Display                                                             | Graphic Presentation<br>Statistical Data                                                | 1     | Third Week  |
| <b>discussion</b>       | Lecture            |                                                                                                         | Distribution Schedules<br>Connected Recurrence                                          | 1     | Fourth Week |
| <b>Daily exam</b>       | Lecture or Seminar |                                                                                                         | Distribution Schedules<br>Discrete Recursive                                            | 1     | Week Five   |
| <b>Solving Examples</b> | Lecture or Seminar |                                                                                                         | Diagnosing Category<br>Boundaries<br>Categories Center<br>Range and Category Length     | 1     | Week Six    |
| <b>Monthly exam</b>     |                    | <b>Monthly exam</b>                                                                                     | <b>Monthly exam</b>                                                                     | 1     | Week Seven  |
| <b>Solving Examples</b> | Lecture or Seminar | Measures of propensity<br>Central                                                                       | Measures of propensity<br>Central<br>Arithmetic mean<br>Regular                         | 1     | Week Eight  |

|                          |                    |                                                |                                                                                                                             |   |                 |
|--------------------------|--------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---|-----------------|
| <b>Daily exam</b>        | Lecture or Seminar |                                                | Arithmetic mean<br>Weighted                                                                                                 | 1 | Week Nine       |
| <b>Solving Examples</b>  | Lecture or Seminar |                                                | Broker                                                                                                                      | 1 | Week 10         |
| <b>Solving Examples</b>  | Lecture or Seminar |                                                | Lines                                                                                                                       | 1 | Eleventh Week   |
| <b>discussion</b>        | Lecture + Seminar  |                                                | General Review                                                                                                              | 1 | Week 12         |
| <b>discussion</b>        | Lecture + Seminar  |                                                | Comparison of Measures<br>Centralism                                                                                        | 1 | Week 13         |
| <b>Monthly exam</b>      | Lecture + Seminar  | <b>Monthly exam</b>                            | <b>Monthly exam</b>                                                                                                         | 1 | Week 14         |
| <b>discussion</b>        | Lecture + Seminar  | Absolute dispersion<br>metrics<br>and relative | Dispersion Metrics<br>Absolute Definition<br>Areas of application                                                           | 1 | Week<br>Fifteen |
| <b>Second Semester</b>   |                    |                                                |                                                                                                                             |   |                 |
| <b>General Review</b>    | Lecture + Seminar  |                                                | extent                                                                                                                      | 1 | First Week      |
| <b>Homework</b>          | Lecture + Seminar  |                                                | and standard deviation                                                                                                      | 1 | Second Week     |
| <b>Solving questions</b> | Lecture + Seminar  |                                                | and contrast                                                                                                                | 1 | Third Week      |
| <b>Homework</b>          | Lecture + Seminar  |                                                | Employing dispersion<br>metrics<br>Comparisons between<br>totals                                                            | 1 | Fourth Week     |
| <b>discussion</b>        | Lecture + Seminar  |                                                | General Reference                                                                                                           | 1 | Week Five       |
| <b>Monthly exam</b>      |                    | <b>Monthly exam</b>                            | <b>Monthly exam</b>                                                                                                         | 1 | Week Six        |
| <b>discussion</b>        | Lecture + Seminar  |                                                | Relative dispersion<br>measures<br>Introduction and<br>Methods<br>Use                                                       | 1 | Week<br>Seven   |
| <b>discussion</b>        | Lecture + Seminar  |                                                | The coefficient of<br>standard difference and<br>Standard Grade<br>( Standard )                                             | 1 | Week Eight      |
| <b>discussion</b>        | Lecture + Seminar  |                                                | General Review                                                                                                              | 1 | Week Nine       |
| <b>Monthly exam</b>      |                    | <b>Monthly exam</b>                            | <b>Monthly exam</b>                                                                                                         | 1 | Week 10         |
| <b>discussion</b>        | Lecture + Seminar  | Correlation and<br>regression<br>Simple Linear | Correlation and Simple<br>Linear Regression<br>Introduction to the<br>Importance of<br>Correlation and Linear<br>Regression | 1 | Eleventh Week   |

|                                                                     |                      |                        |                                       |   |                 |
|---------------------------------------------------------------------|----------------------|------------------------|---------------------------------------|---|-----------------|
|                                                                     |                      |                        | Simple in Research<br>Tourist & Hotel |   |                 |
| <b>discussion</b>                                                   | Lecture              |                        | Simple correlation<br>coefficient     | 1 | Week 12         |
| <b>discussion</b>                                                   | Lecture              |                        | Simple linear regression              | 1 | Week 13         |
| <b>Monthly<br/>exam</b>                                             | Lecture +<br>Seminar | <b>Monthly exam</b>    | <b>Monthly exam</b>                   | 1 | Week 14         |
| <b>degree</b>                                                       | Oral<br>Questions    | Distribution of Grades | General Review                        | 1 | Week<br>Fifteen |
| 11. Course Evaluation                                               |                      |                        |                                       |   |                 |
| Monthly exams + oral exams + homework + reports                     |                      |                        |                                       |   |                 |
| 12. Learning and Teaching Resources                                 |                      |                        |                                       |   |                 |
| <b>Lectures</b>                                                     |                      |                        |                                       |   |                 |
| <b>Various statistical books recommended by the subject teacher</b> |                      |                        |                                       |   |                 |
| <b>Video Lectures for the Instructor of the Course</b>              |                      |                        |                                       |   |                 |

Signature of the professor of the subject      Signature of the head of the  
department

## Course Description Template

### Phase / First

### Course Description

تتناول مادة الاقتصاد السياحي ، شرح مفاهيم ونظريات الاقتصاد الكلي ، وكيفية استخدامها في الاقتصاد السياحي ، من حيث انها تتضمن مفردات تلبي الحاجات الدراسية لطلبة البكالوريوس في كلية العلوم السياحية بالقدر الذي يتلائم مع المستوى العلمي للطلبة وضمن حدود الساعات الدراسية الاسبوعية المخصصة لتدريس المادة بحدود ساعتين

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |
| Tourism Economy (Part One)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |
| 5660215                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |
| 2024/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 5. Available Forms of Attendance /                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| Presence in the Classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 6. Number of Hours (Total) Number of Units (Total) /4                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |
| Name : Dr. Reem Abdel Wahab Ahmed<br>email riam.eabdwahhab@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| <ul style="list-style-type: none"> <li>Learn the theories of supply and demand and their applications in tourism economics</li> <li>Analysis of consumer (tourist) behavior.</li> <li>The theory of production, costs and break-even point in tourism establishments (hotels and tourism companies)</li> <li>Studying the nature of tourist markets and the characteristics of each market</li> </ul>                                                                                                                       | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| <p>The registration of attendance shall be according to the announced weekly schedule, and the absence shall be recorded according to the actual hours of the lecture, except for officially authorized students in accordance with the regulations, and the initial warning shall be issued and then the final warning shall be issued in case of recurrence of absence, with a pledge not to repeat the absence, and the student shall be considered dismissed from the course in case he exceeds seven actual hours.</p> | Strategy          |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |

| Evaluation Method         | Learning Method                       | Name of Unit or Topic                                                                 | Required Learning Outcomes                                                           | Hours | The week      |
|---------------------------|---------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------|---------------|
| <b>Student Discussion</b> | Use the regular whiteboard template.  | <b><u>Basic Concepts in Economics</u></b>                                             | Understanding the concept of economics and its importance                            | 4     | First Week    |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Basic concepts in tourism economics</u></b>                                     | Understanding the concept of tourism economy                                         |       | Second Week   |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Application Definition, Law and Application Schedule</u></b>                    | Definition of the request and representation of the table                            |       | Third Week    |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Price Elasticity of Demand</b>                                                     | Learn about demand flexibility and status                                            |       | Fourth Week   |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Determining factors of demand</u></b>                                           | Identify the most important factors affecting medicine in general                    |       | Week Five     |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Definition and Law of Tourism Demand</u></b>                                    | Identifying Tourism Demand and its Law                                               |       | Week Six      |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Determinants of Tourism Demand</b>                                                 | Factors affecting tourism demand in particular                                       |       | Week Seven    |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Tourism Demand Elasticity and Determinants of Tourism Demand Elasticity</u></b> | The concept of demand elasticity, its conditions, and then the factors affecting it. |       | Week Eight    |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Definition, Rule and Schedule of Offer</b>                                         | The concept of presentation and drawing the table and then identifying its law       |       | Week Nine     |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Determinants and Flexibility of the Supply</b>                                     | Knowing the most important factors affecting the supply in general                   |       | Week 10       |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Definition and Law of Tourism Offer</b>                                            | Identify the concept of tourism offer in particular and its law                      |       | Eleventh Week |

|                           |                                       |                                                   |                                                              |  |              |
|---------------------------|---------------------------------------|---------------------------------------------------|--------------------------------------------------------------|--|--------------|
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>First Exam</b>                                 |                                                              |  | Week 12      |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Determinants of the tourism offer</b>          | Identifying the determinants of the tourism offer            |  | Week 13      |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b><u>Flexibility of the tourism supply</u></b>   | Identify the determinants of the tourism offer in particular |  | Week 14      |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Determinants of Tourism Supply Flexibility</b> | Learn about the flexibility of the tourism offer             |  | Week Fifteen |
| <b>Second Semester</b>    |                                       |                                                   |                                                              |  |              |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | The second exam of the first course               |                                                              |  | First Week   |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | Changes in Tourism Demand and Demand              | Identify the factors that lead to changes in demand          |  | Second Week  |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | Changes in Supply, Supply and Equilibrium Price   | Identifying the tourism offer and its law                    |  | Third Week   |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | Theory of Consumer Behavior (Marginal Utility)    | Recognizing consumer behavior                                |  | Fourth Week  |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | Consumer Behavior                                 | Identify                                                     |  | Week Five    |
| <b>Student Discussion</b> | Using a regular whiteboard model      | First Exam                                        |                                                              |  | Week Six     |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Production theory</b>                          | Familiarity with the concept of production in general        |  | Week Seven   |
| <b>Student Discussion</b> | Using the Regular                     | <b>Production Theory in Tourism Economics</b>     | Production Recognition and Theory in Tourism                 |  | Week Eight   |

|                           |                                       |                                                                         |                                                       |  |               |
|---------------------------|---------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------|--|---------------|
|                           | Whiteboard Template                   |                                                                         |                                                       |  |               |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Costs in the Tourism Economy</b>                                     | Recognizing Economic Costs                            |  | Week Nine     |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Break-even point</b>                                                 | Recognize break-even and when it occurs               |  | Week 10       |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>The break-even point and its applications in the tourism economy</b> | Learn about the basic application of break-even point |  | Eleventh Week |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>The concept of the market and its forms</b>                          | Understanding the market concept                      |  | Week 12       |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Nature of Tourist Markets</b>                                        | Understanding the concept of the tourism market       |  | Week 13       |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Review</b>                                                           |                                                       |  | Week 14       |
| <b>Student Discussion</b> | Using the Regular Whiteboard Template | <b>Final Exams</b>                                                      |                                                       |  | Week Fifteen  |

#### 11. Course Evaluation

Daily exams + annual effort 40% final exam 60%

#### 12. Learning and Teaching Resources

|                                                         |                                                               |
|---------------------------------------------------------|---------------------------------------------------------------|
| Ismail Mohamed Ali Al-Dabbagh and Ilhar Khudair Shubbar | Tourism Economics "Microeconomic Theories"                    |
| Ismail Mohamed Ali Al-Dabbagh and Ilhar Khudair Shubbar | The Book of Tourism Economics (Part Two)                      |
|                                                         | Access to theses and theses on the subject of tourism economy |

**Signature of the professor of the subject      Signature of the head of the  
department**

**Course Description Template**

**Stage / Second Computers**

**Course Description**

اكسل مفيد البرنامج الذي يستخدم لإنشاء جداول البيانات، القوائم، الاشرطة، والرسوم البيانية بمفهوم الطالب تعريف تم تصميم البرنامج عن طريق شركة مايكروسوفت ويعتبر من لمعالجة البيانات وقد يستخدم للقيام بعمليات حسابية متقدمة وتسمى جداول. مليون مستخدم حول العالم 750 أكثر البرامج استخداماً على مستوى العالم ويزيد عدد مستخدميه عن أو أكثر وكل صفحة تتكون من أعمدة Sheet كل ورقة عمل تتكون من صفحة worksheet البيانات في اكسل بورقة عمل الالكتروني من ضروريات العمل التي تستخدم في مكاتب و Cells، والتي تتقاطع لتشكيل خلايا Rows وصفوف Columns شركات السياحة و السفر.

|     |                                         |
|-----|-----------------------------------------|
| 13. | Course Name                             |
|     | <b>computer</b>                         |
| 14. | Course Code                             |
|     | <b>5660216</b>                          |
| 15. | Semester/Year                           |
|     | 2024/2025                               |
| 16. | Date of preparation of this description |
|     | 15-9-2025                               |
| 17. | Available Forms of Attendance           |
|     | Classrooms/Computer Lab                 |

| 18. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                 |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------------------|
| One hour                                                                                                                                                                                                                                                                                                                            |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| 19. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                       |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| Name : Mayada Jabbar Kelan Email <a href="mailto:Mayadajabbar@uomustansiriyah.edu.iq">Mayadajabbar@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                       |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| 20. Course Objectives                                                                                                                                                                                                                                                                                                               |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| The goal of the electronic computer is to solve complex problems at high speed, whether they are mathematical or statistical. And the extreme accuracy when performing operations and processors of the data and the possibility of the presence of errors is through the process of entering data and writing programs by the user |                        |                                                                                                                                                                                |                                                                                                                                                |          | <b>Objectives for the course</b> |
| 21. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                  |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| Relying on the form of preparing students for discussion and assigning them to explain some paragraphs of the study material                                                                                                                                                                                                        |                        |                                                                                                                                                                                |                                                                                                                                                |          | Strategy                         |
| 22. Course Structure                                                                                                                                                                                                                                                                                                                |                        |                                                                                                                                                                                |                                                                                                                                                |          |                                  |
| Evaluation Method                                                                                                                                                                                                                                                                                                                   | Learning Method        | Name of Unit or Topic                                                                                                                                                          | Required Learning Outcomes                                                                                                                     | Hours    | The week                         |
| <b>Oral test or written exam</b>                                                                                                                                                                                                                                                                                                    | Classroom / laboratory | Introduce the student to worksheets, toolbars, and menu bars                                                                                                                   | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | The week<br>The first            |
| <b>Oral test or written exam</b>                                                                                                                                                                                                                                                                                                    | Classroom /            | Explain the methods of operation and what are the icons and shortcuts to activate them<br>Tables and how to create and save them<br>Search<br>Delete and add records to tables | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | The week<br>Second               |
| <b>Oral test or written exam</b>                                                                                                                                                                                                                                                                                                    | laboratory             | Tables and how to create and save them<br>Search<br>Delete and add records to tables                                                                                           | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | The week<br>Third                |
| <b>Oral test or written exam</b>                                                                                                                                                                                                                                                                                                    | Classroom /            | In which worksheets, rows, columns, and cells are illustrated                                                                                                                  | 2. Teach the student to create<br>Tables, and how to add<br>Data within the table                                                              | One hour | The week<br>Fourth               |

|                                  |             |                                                                                                                                                                  |                                                                                                                                     |          |            |
|----------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------|------------|
|                                  |             |                                                                                                                                                                  | and property prompts that must be set when using the table                                                                          |          |            |
| <b>Oral test or written exam</b> | laboratory  | In which the window is illustrated and consists of bars, worksheets                                                                                              | Introducing the student to programming languages<br>Databases where Microsoft Excel Databases Program in Teaching Course            | One hour | Week Five  |
| <b>Oral test or written exam</b> | Classroom / | How to Insert Additional Worksheets<br>How to Change Worksheet Names<br>And how to transfer and copy while keeping a copy when transferring                      | Introducing the student in languages<br>Database Programming<br>Where the Rules Program Microsoft Data Excel in Teaching Course     | One hour | Week Six   |
| <b>Oral test or written exam</b> | laboratory  | Excel includes a set of command lists, each of which performs a specific function                                                                                | 2. Student Education by creating tables and how to add data<br>Inside the table and feature prompts that should be set at Table Use | One hour | Week Seven |
| <b>Oral test or written exam</b> | Classroom / | A detailed explanation of what printing is, how to teach the student to print the paper, the use of the printer, and the instructions that are used in printing. | Introducing the student in languages<br>Database Programming<br>Where the Rules Program Microsoft Data Excel in Teaching Rapporteur | One hour | Week Eight |
| <b>Oral test or written exam</b> | laboratory  | Explain what are the instructions within this list, with the identification of each instruction, its abbreviation, and what are its functions.                   | 2. Student Education by creating tables and how to add data<br>Inside the table and feature prompts that should be set at Table Use | One hour | Week Nine  |

|                                  |             |                                                                                                                                                |                                                                                                                                                |          |                 |
|----------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------|
| <b>Oral test or written exam</b> | Classroom / | Explanation of the instructions within this list                                                                                               | Introducing the student in languages<br>Database Programming<br>Where the Rules Program<br>Microsoft Data<br>Excel in Teaching Course          | One hour | Week 10         |
| <b>Oral test or written exam</b> | laboratory  | Explain the insertion and how to insert a paper, pictures, map or insert additional things                                                     | 2. Student Education by creating tables and how to add data<br>Inside the table and feature prompts that should be set at<br>Table Use         | One hour | Eleventh Week   |
| <b>Oral test or written exam</b> | Classroom / | Explain what are the instructions within this list, with the identification of each instruction, its abbreviation, and what are its functions. | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Second Week ten |
| <b>Oral test or written exam</b> | laboratory  | Explain what are the instructions within this list, with the identification of each instruction, its abbreviation, and what are its functions. | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Third Week ten  |
| <b>Oral test or written exam</b> | Classroom / | Explain what are the instructions within this list, with the identification of each instruction, its abbreviation, and what are its functions. | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Fourth Week ten |
| <b>Oral test or written exam</b> | laboratory  | Semester Exam                                                                                                                                  | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Week Fifteen    |
| <b>Chapter Two</b>               |             |                                                                                                                                                |                                                                                                                                                |          |                 |

|                                  |             |                                                                                  |                                                                                                                                                |          |             |
|----------------------------------|-------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| <b>Oral test or written exam</b> | laboratory  | Create a table in Excel and learn how to enter data and how to adjust properties | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | First Week  |
| <b>Oral test or written exam</b> | Classroom / | File Command List                                                                | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Second Week |
| <b>Oral test or written exam</b> | laboratory  | List of orders Edit                                                              | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Third Week  |
| <b>Oral test or written exam</b> | Classroom / | Other menus such as display insert data                                          | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Fourth Week |
| <b>Oral test or written exam</b> | laboratory  | Create a table in Excel and learn how to enter data and how to adjust properties | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Week Five   |
| <b>Oral test or written exam</b> | Classroom / | File Command List                                                                | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Week Six    |
| <b>Oral test or written exam</b> | laboratory  | List of orders Edit                                                              | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Week Seven  |
| <b>Oral test or written exam</b> | Classroom / | Other menus such as display insert data                                          | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Week Eight  |
| <b>Oral test or written exam</b> | laboratory  | Create a table in Excel and learn                                                | 2. Teach the student how to create tables, how to add                                                                                          | One hour | Week Nine   |

|                                  |             |                                                |                                                                                                                                                |          |                 |
|----------------------------------|-------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------|
|                                  |             | how to enter data and how to adjust properties | data within the table, and the property prompts that should be set when using the table.                                                       |          |                 |
| <b>Oral test or written exam</b> | Classroom / | File Command List                              | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Week 10         |
| <b>Oral test or written exam</b> | laboratory  | List of orders Edit                            | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Eleventh Week   |
| <b>Oral test or written exam</b> | Classroom / | View Order List                                | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Second Week ten |
| <b>Oral test or written exam</b> | laboratory  | Coordination Command List                      | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Third Week ten  |
| <b>Practical test</b>            | Classroom / | Lab Exam                                       | 2. Teach the student how to create tables, how to add data within the table, and the property prompts that should be set when using the table. | One hour | Fourth Week ten |
| <b>Oral test or written exam</b> | laboratory  | Second Semester Exam                           | Introduce the student to the database programming languages where the database program Microsoft Excel is used in the course teaching          | One hour | Week Fifteen    |

### 23. Course Evaluation

Annual Pursuit 40% Written Exam 60%

### 24. Learning and Teaching Resources

[Learning Resources: Fundamentals of Computer Fundamentals](#)

**Signature of the professor of the subject   Signature of the head of the department**

# Course Description Template

## Phase/II

### Tourist Monuments

|                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                         |                          |
| Tourist Monuments                                                                                                                                                                                                                                                                                                                                                                                                      |                          |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                         |                          |
| 56602217                                                                                                                                                                                                                                                                                                                                                                                                               |                          |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                       |                          |
| 2024 - 2025                                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| 4. Date of this description                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| 11- 9- 2024                                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                       |                          |
| Attend as per the allocated schedule                                                                                                                                                                                                                                                                                                                                                                                   |                          |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                     |                          |
| 12 hours                                                                                                                                                                                                                                                                                                                                                                                                               |                          |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                           |                          |
| Name: Bassam Ibrahim Ali Email: bassamibrahim999@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                |                          |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                   |                          |
| <ul style="list-style-type: none"><li>● Introducing Iraq's Antiquities Through the Ages</li><li>● Highlighting the importance of antiquities in national tourism</li><li>● Intensifying efforts to exploit antiquities as an economic resource</li><li>● Graduating a generation of competent tour guides</li><li>● Activating the cultural role of our dear students</li><li>● Preserving cultural heritage</li></ul> | <b>Course Objectives</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                      |                          |

| Description / Group Participation / Illustrations / Coz Exams / Seminars / Field Visits |                         |                                                                                                |                                                                                                                    |          | Strategy |
|-----------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------|----------|
| <b>10. Course Structure</b>                                                             |                         |                                                                                                |                                                                                                                    |          |          |
| Evaluation Method                                                                       | Learning Method         | Unit or Topic Name                                                                             | Required Learning Outcomes                                                                                         | Hours    | The week |
| <b>Attendance and participation</b>                                                     | Discussion Lecture      | The concept of tourist monuments                                                               | Introducing the importance of antiquities Economy                                                                  | 12 hours | 1        |
| <b>Daily Preparation</b>                                                                | COZ+ Exam Lecture       | The Origin of Archaeology                                                                      | Introducing students to science Monuments and Beginnings                                                           | 12 hours | 2        |
| <b>Attendance and participation</b>                                                     | Discussion Lecture      | Archaeology and its Departments                                                                | The Origin of Archaeology and its scientific departments                                                           | 12 hours | 3        |
| <b>Attendance and discussion</b>                                                        | Analysis and discussion | Archaeology's relationship to science<br>The other                                             | Introducing the student to science<br>Supporting Archaeology                                                       | 12 hours | 4        |
| <b>Attendance and discussion</b>                                                        | Discussion Lecture      | Tourist Monuments in Iraq                                                                      | The most important archaeological sites in Iraq that can be invested in tourism                                    | 12 hours | 5        |
| <b>Group Participation</b>                                                              | Burr Lecture Point      | Early Stages of the Population Ancient Iraq                                                    | Introduction to Iraq's Early Population                                                                            | 12 hours | 6        |
| <b>Attendance and discussion</b>                                                        | Koz+ Exam Lecture       | Getting to know the first areas Settlement in Northern Iraq and south of it in the later stage | The most important settlement areas In the north and south of Iraq                                                 | 12 hours | 7        |
| <b>Attendance and participation</b>                                                     | Discussion Lecture      | Iraq: Location and Area Borders and historical eras                                            | Introducing students to the importance of The geographical location of Iraq and the role of this site historically | 12 hours | 8        |
| <b>Koz exam</b>                                                                         | Discussion Lecture      | Prehistory and historical eras                                                                 | Introducing Roles Civilization of Ancient Iraq                                                                     | 12 hours | 9        |
| <b>Group Participation</b>                                                              | Seminar                 | The Biblical Age And the beginning of blogging                                                 | Introducing the Great Achievement Wadi civilization Al-Rafidain (writing)                                          | 12 hours | 10       |

|                                      |                          |                                                          |                                                                                           |          |    |
|--------------------------------------|--------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------|----------|----|
| <b>Preparation and Participation</b> | Discussion Lecture       | Sumerians and Akkadians Mesopotamian Valley              | Introduction to the theories of the origin of the Sumerians and Akkadians                 | 12 hours | 11 |
| <b>Attendance and participation</b>  | Discussion Lecture       | Sumerian city-states (Age of the Dawn of Dynasties)      | Introducing the first civil organization of the states that ruled the Mesopotamian Valley | 12 hours | 12 |
| <b>Attendance and participation</b>  | Lecture PowerPoint       | First Sumerian Dynasties                                 | Know the names of the breeds and its rulers                                               | 12 hours | 13 |
| <b>Koz exam</b>                      | Discussion Lecture       | Akkadian Period                                          | Definition of the Akkadian Era In the Mesopotamian Valley                                 | 12 hours | 14 |
| <b>attendance</b>                    | attendance               | First Semester Exam                                      | First Semester Exam                                                                       | 12 hours | 15 |
| <b>Second Semester</b>               |                          |                                                          |                                                                                           |          |    |
| <b>Attend and watch</b>              | Data Show                | Assyrians Origin and Formation Political                 | Introduction to the Origins of Assyrians                                                  | 12 hours | 16 |
| <b>Attendance and participation</b>  | Discussion Lecture       | Divisions of the Empire Assyrian                         | Administrative divisions and Geography For the Empire                                     | 12 hours | 17 |
| <b>Attendance and participation</b>  | Discussion Lecture       | Foreign Eras in Iraq until the Arab-Islamic Liberation   | The dark stages that Iraq went through it before liberation                               | 12 hours | 18 |
| <b>Attendance and participation</b>  | Discussion Lecture       | Macedonian Reign - Seleucid Era in Iraq and Parthian Era | Influences he experienced Iraq during these periods                                       | 12 hours | 19 |
| <b>Koz exam</b>                      | Discussion Lecture       | Some examples of the region's monuments Northern         | Get to know each other The most important of these sites                                  | 12 hours | 20 |
| <b>Attendance and discussion</b>     | Report Discussion Weekly | Examples of Islamic Antiquities In northern Iraq         | Islamic antiquities are there along with ancient antiquities                              | 12 hours | 21 |
| <b>Attend and watch</b>              | Data Show                | Urban City                                               | One of the most important periods Classic                                                 | 12 hours | 22 |
| <b>Attendance and discussion</b>     | Data Show                | Samarra City                                             | Samarra is the second capital of the Abbasids in Iraq                                     | 12 hours | 23 |
| <b>Attendance and discussion</b>     | Discussion Lecture       | Monuments of the Central Region of Iraq (Baghdad)        | The Antiquities of the Central Region and its Role in Arab-Islamic History                | 12 hours | 24 |

|                                                                 |                    |                                                                                                                                                                                            |                                                                                          |          |    |
|-----------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------|----|
| <b>Attend, Watch, and Discuss</b>                               | Data Show          | The Establishment of the City of Baghdad, Planning Baghdad City, City Walls                                                                                                                | The Circular Baghdad Planning Distinctive and Exclusive                                  | 12 hours | 25 |
| <b>Koz exam</b>                                                 | Discussion Lecture | Monuments of the city of Baghdad (palace) Al-Mansour, the Abbasid Palace, Al-Mustansiriya School, Middle Gate, Lighthouse Yarn Market                                                      | The most important archaeological sites in Baghdad                                       | 12 hours | 26 |
| <b>Attendance and discussion</b>                                | Discussion Lecture | Complementing the effects of the Central Region<br>The Tomb of Zomorod Khatun, the Sheikh's Soil<br>Omar, Al Marjaniya School<br>Al-Mashhad al-Kadhimi, the tomb of Abd Al-Qadir Al-Kilani | Continuation of the identification of the most important archaeological sites in Baghdad | 12 hours | 27 |
| <b>Attendance and discussion</b>                                | Discussion Lecture | The Sumerian Girl's Face - The Vase<br>The votive - royal cemetery in Your- The Assyrian Treasure of Nimrud<br>Obelisk of Hammurabi - Lion of Babylon                                      | Iraqi icons - A range of landmarks<br>Important Iraqi Archaeology                        | 12 hours | 28 |
| <b>Attendance and discussion</b>                                | Discussion Lecture | Ishtar Gate - Winged Bull<br>Malouya Samarra - Battery<br>Baghdad - Lake Sawa<br>Other Icons                                                                                               | Complement the rest of the icons<br>Selected Models<br>Archaeological                    | 12 hours | 29 |
| <b>Attendance and participation</b>                             | attendance         | Second Semester Exam                                                                                                                                                                       | Second Semester Exam                                                                     | 12 hours | 30 |
| <b>11. Course Evaluation</b>                                    |                    |                                                                                                                                                                                            |                                                                                          |          |    |
| Attendance and participation of students with daily preparation |                    |                                                                                                                                                                                            |                                                                                          |          |    |
| <b>12. Learning and Teaching Resources</b>                      |                    |                                                                                                                                                                                            |                                                                                          |          |    |
| Author : A. D. Taha Baqir                                       |                    |                                                                                                                                                                                            | Book Introduction to the History of Ancient Civilizations (Part 1)                       |          |    |

|                                                                      |                                                      |
|----------------------------------------------------------------------|------------------------------------------------------|
| Author : A Selection of Iraqi Scientists in the Field of Archaeology | The Book of the Civilization of Iraq (vol. 1, no. 9) |
| Written by: Antoine Motcartt                                         | The Book of Art in Ancient Iraq                      |
| Author : Harry Sachs                                                 | The Book of the Greatness of Babylon                 |
| Author : Yacoub Sarkis                                               | Iraqi Investigations Book                            |

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Phase/II

### Course Description

**A theoretical approach to define tourist guidance in terms of concept, tasks and duties**

|                                                                                                                                                                                                                                                                           |                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                                            |                          |
| Tourist Guidance                                                                                                                                                                                                                                                          |                          |
| 2. Course Code                                                                                                                                                                                                                                                            |                          |
| 56602220                                                                                                                                                                                                                                                                  |                          |
| 3. Semester/Year                                                                                                                                                                                                                                                          |                          |
| 2024-2025                                                                                                                                                                                                                                                                 |                          |
| 4. Date of preparation of this description                                                                                                                                                                                                                                |                          |
| 15/9/2024                                                                                                                                                                                                                                                                 |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                          |                          |
| Classrooms + Sightseeing & Sightseeing                                                                                                                                                                                                                                    |                          |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                        |                          |
| 3 hours per week Number of units 2                                                                                                                                                                                                                                        |                          |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                              |                          |
| Name : Assoc. Prof. Dr. Alaa Karim Mutlak Email: snstalaa@uomustansiriyah.edu.iq                                                                                                                                                                                          |                          |
| 8. Course Objectives                                                                                                                                                                                                                                                      |                          |
| <ul style="list-style-type: none"><li>• Familiarity with the principles of guidance</li><li>• Knowing the duties of a mentor</li><li>• The most important skills that a guide must master</li><li>• Preparing qualified cadres in the field of tourism guidance</li></ul> | <b>Course Objectives</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                         |                          |

| Giving lectures using the interactive method between students and the professor in explaining and clarifying the vocabulary of the subject with practical examples from the tourist reality |                            |                                       |                                            |       | Strategy      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|---------------------------------------|--------------------------------------------|-------|---------------|
| <b>10. Course Structure</b>                                                                                                                                                                 |                            |                                       |                                            |       |               |
| Evaluation Method                                                                                                                                                                           | Learning Method            | Name of Unit or Topic                 | Required Learning Outcomes                 | Hours | The week      |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Concept and Definitions of Counseling | Knowing what guidance is                   | 3     | First Week    |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Historical Development of Guidance    | Knowledge of the history of counseling     | 3     | Second Week   |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | The importance of the tour guide      | Knowing the importance of a mentor         |       | Third Week    |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | The Museum and its Importance         | Guidance Houses in Museums                 |       | Fourth Week   |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Tasks of the tour guide               | Understanding the Mentor's Tasks           |       | Week Five     |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Duties of a tour guide                | Know the most important duties             |       | Week Six      |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Duties before the arrival of tourists | Counselor Procedures                       |       | Week Seven    |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Duties on arrival of tourists         | The most important procedures of the guide |       | Week Eight    |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Duties at the end of the program      | Summary of the trip                        |       | Week Nine     |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Elements of Good Guidance             | Pros IDs                                   |       | Week 10       |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | The Six Guiding Principles            | The most important rules                   |       | Eleventh Week |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | Ideal Guide Specifications            | Know the most important specifications     |       | Week 12       |
| Discussions + Exam                                                                                                                                                                          | <b>Lecture Explanation</b> | The Seven Mistakes in Counseling      | Avoid mistakes                             |       | Week 13       |

|                        |                            |                                  |                                          |  |               |
|------------------------|----------------------------|----------------------------------|------------------------------------------|--|---------------|
| Discussions + Exam     | <b>Lecture Explanation</b> | Introduction to Counseling       | Knowledge of facilities and services     |  | Week 14       |
| Discussions + Exam     | <b>Lecture Explanation</b> | First Semester Exam              |                                          |  | Week Fifteen  |
| <b>Second Semester</b> |                            |                                  |                                          |  |               |
| Discussions + Exam     | <b>Lecture Explanation</b> | Passport Related Facilities      | Know the most important facilities       |  | First Week    |
| Discussions + Exam     | <b>Lecture Explanation</b> | Visa Facilitation                | Know the types of visas                  |  | Second Week   |
| Discussions + Exam     | <b>Lecture Explanation</b> | Customs facilities               | Knowing what is allowed                  |  | Third Week    |
| Discussions + Exam     | <b>Lecture Explanation</b> | Media and Transport Facilities   | Types of Advertising and Transportation  |  | Fourth Week   |
| Discussions + Exam     | <b>Lecture Explanation</b> | Currency Facility and Conversion | What is allowed                          |  | Week Five     |
| Discussions + Exam     | <b>Lecture Explanation</b> | Fees and Taxes Facilities        | Taxable goods                            |  | Week Six      |
| Discussions + Exam     | <b>Lecture Explanation</b> | Health Facilities                | Preventive measures                      |  | Week Seven    |
| Discussions + Exam     | <b>Lecture Explanation</b> | The Guide and the Mental Image   | How to make the picture                  |  | Week Eight    |
| Discussions + Exam     | <b>Lecture Explanation</b> | Mentor and Leadership            | The Importance of Leadership by Guidance |  | Week Nine     |
| Discussions + Exam     | <b>Lecture Explanation</b> | Guide and negotiation            | The role of the guide in persuasion      |  | Week 10       |
| Discussions + Exam     | <b>Lecture Explanation</b> | Curriculum Review                |                                          |  | Eleventh Week |
| Discussions + Exam     | <b>Lecture Explanation</b> | Second Semester Exam             |                                          |  | Week 12       |
| Discussions + Exam     | <b>Lecture Explanation</b> | Discussion of students' research |                                          |  | Week 13       |
| Discussions + Exam     | <b>Lecture Explanation</b> | Discussion of students' research |                                          |  | Week 14       |

|                                                                                                     |                            |                                           |  |  |              |
|-----------------------------------------------------------------------------------------------------|----------------------------|-------------------------------------------|--|--|--------------|
| Discussions + Exam                                                                                  | <b>Lecture Explanation</b> | Discussion of students' research          |  |  | Week Fifteen |
| <b>11. Course Evaluation</b>                                                                        |                            |                                           |  |  |              |
| Daily exams + pursuit score 40% Final exam score 60%                                                |                            |                                           |  |  |              |
| <b>12. Learning and Teaching Resources</b>                                                          |                            |                                           |  |  |              |
| Written by Ziad Al-Rawda. Oman. 1st Edition, 2015                                                   |                            | 1. Tourism Guidance and Group Management. |  |  |              |
| Author: Prof. Dr. Muthanna Taha Al-Houry.2013                                                       |                            | 2. Tourist Guidance                       |  |  |              |
| 3. The role of tourist guides and tour leader in the shaping of quality of regional tourist product |                            | Zygmunt kruczek, 2013                     |  |  |              |

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Phase/II

### Course Description: Tourism Economics

تتناول مادة الاقتصاد السياحي ، شرح مفاهيم ونظريات الاقتصاد الكلي ، وكيفية استخدامها في الاقتصاد السياحي ، من حيث أنها تتضمن مفردات تلبي الحاجات الدراسية لطلبة البكالوريوس في كلية العلوم السياحية بالقدر الذي يتلائم مع المستوى العلمي للطلبة وضمن حدود الساعات الدراسية الاسبوعية المخصصة لتدريس المادة بحدود ساعتين.

|                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 1. Course Name                                                               | Tourism Economy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |
| 2. Course Code                                                               | 56602213                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                            |
| 3. Semester/Year                                                             | First and Second Semesters of the Academic Year 2024/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| 4. Date of preparation of this description                                   | 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| 5. Available Forms of Attendance                                             | Classrooms + E-Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            |
| 6. Number of Hours                                                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                            |
| 7. The name of the course administrator (if more than one name is mentioned) | Name: Assoc. Prof. Dr. Majed Hamid Nasser Email: Majid1977@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                            |
| 8. Course Objectives                                                         | <ul style="list-style-type: none"><li>The course aims to teach the student the applications of macroeconomics to the tourism activity by introducing the following paragraphs:<ol style="list-style-type: none"><li>Concepts of National Income and Tourism Income.</li><li>Tourism and its importance in foreign trade and the balance of payments</li><li>Tourism and its importance in use</li><li>Multiplier Theory and its Use in Tourism Economics</li><li>Transport and Tourist Transport</li><li>Economic Development and Tourism Development</li></ol></li></ul> | <b>Objectives<br/>Material<br/>Tuition</b> |
| 9. Teaching and Learning Strategy                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |

|                                                                                                                                                                                                                                       |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| The use of the blackboard in clarifying mathematical charts and applications, drawing and illustrating shapes in a scientific way that ensures that the information is delivered to the student in a clear and understandable manner. | Strategy |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

## 10. Course Structure

| Evaluation Method                                               | Learning Method                                                                                                                                                     | Name of Unit or Topic                            | Required Learning Outcomes                                                       | Hours | The week    |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------|-------|-------------|
| Participation in the Lecture                                    | Learn the concepts of national income through explanation                                                                                                           | Chapter One / First Topic (National Income)      | Achieving the objectives of the course by understanding the topic of the lecture | 2     | First Week  |
| Daily Exam                                                      | Learn the terms of national income by presenting and interpreting schemes                                                                                           | Chapter One / First Topic (National Income)      | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Second Week |
| Direct discussion with the student                              | Learn the relationship between tourism and national income by giving examples and discussing them                                                                   | Chapter One / Second Topic (Tourism Income)      | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Third Week  |
| The student's desire to simulate the lecture                    | Learn the concepts of tourism income by clarifying scientific terminology                                                                                           | Chapter One / Second Topic (Tourism Income)      | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Fourth Week |
| The student's response to the questions asked                   | Learn the basics of foreign trade by proposing and analyzing theories                                                                                               | Chapter Two / First Topic (Foreign Trade)        | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Week Five   |
| The student's desire to attend the lecture                      | Learn the relationship between foreign trade and the balance of payments by explaining the type of relationship                                                     | Chapter Two / Second Topic (Balance of Payments) | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Week Six    |
| The extent of the student's response to the evil of the lecture | Learn the concepts and elements of the tourism balance and its relationship to the balance of payments by reviewing the form of the balance of payments in the book | Chapter Two / Third Topic (Tourism Balance)      | Achieving the objectives of the course by understanding the topic of the lecture | 2     | Week Seven  |
| The student's                                                   | Learn the role of tourism in the balance of payments by presenting                                                                                                  | Chapter Two / Topic Four (The Role of Tourism)   | Achieving the objectives of the course by                                        | 2     | Week Eight  |

|                                                                                                     |                                                                                                                                                                                                                           |                                                                                                       |                                                                                         |          |                            |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------|----------------------------|
| <b>desire to discuss</b>                                                                            | <b>and discussing scientific examples</b>                                                                                                                                                                                 | <b>in the Balance of Payments)</b>                                                                    | <b>understanding the topic of the lecture</b>                                           |          |                            |
| <b>The extent of the student's interaction with his colleagues in the discussion of the lecture</b> | <b>Learn the relationship between tourism and the balance of payments by explaining and discussing what shows the type of relationship</b>                                                                                | <b>Chapter Two / Topic Four (The Role of Tourism in the Balance of Payments)</b>                      | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>Week Nine</b>           |
| <b>Student Attention and Comprehension</b>                                                          | <b>Mathematical Applications on the Impact of Tourism on the Balance of Payments</b>                                                                                                                                      | <b>Chapter Two / Topic Four (The Role of Tourism in the Balance of Payments)</b>                      | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>Week 10</b>             |
| <b>Student's participation in answering the questions posed in the discussion</b>                   | <b>Learn the relationship between tourism activity and the balance of payments by analyzing and explaining the results of mathematical applications using scientific methods that have been presented mathematically.</b> | <b>Chapter Two / Topic Five / The Role of Tourism in the Balance of Payments, Exports and Imports</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Eleventh</b>   |
| <b>The student's seriousness in trying to stand out from among his classmates</b>                   | <b>Testing students through discussion and participation</b>                                                                                                                                                              | <b>Chapter Two / Topic Five / The Role of Tourism in the Balance of Payments, Exports and Imports</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Twelfth</b>    |
| <b>The extent of the student's effectiveness in asking questions to answer them</b>                 | <b>Using the explanation method for the most important scientific terms</b>                                                                                                                                               | <b>Chapter Three / First Topic (Usage)</b>                                                            | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Thirteenth</b> |
| <b>Participating in Examples of Practical Reality</b>                                               | <b>Using examples of the relationship between tourism and employment in Iraq</b>                                                                                                                                          | <b>Chapter Three / Second Topic (The Impact of Tourism on Job Creation)</b>                           | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Fourteenth</b> |
| <b>By trying to understand by asking questions</b>                                                  | <b>Using the method of discussion with students and oral tests</b>                                                                                                                                                        | <b>Chapter Three / Second Topic (The Impact of Tourism on Job Creation)</b>                           | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Fifteenth</b>  |

| Second Semester                                                             |                                                                                                                 |                                                                   |                                                                                  |   |                  |
|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------|---|------------------|
| Paying attention while explaining                                           | Illustration of an explanation scheme                                                                           | Chapter Four: The First Topic (Multiplier Theory)                 | Achieving the objectives of the course by understanding the topic of the lecture | 2 | First Week       |
| Encouraging the student to participate in the explanation of the lecture    | Asking questions to be answered by the student and attracting his attention                                     | Chapter Four: The First Topic (Multiplier Theory)                 | Achieving the objectives of the course by understanding the topic of the lecture | 2 | Second Week      |
| Oral Exam                                                                   | Theory Analysis Using Theory Explanation and Analysis                                                           | Chapter Four: The First Topic (Multiplier Theory)                 | Achieving the objectives of the course by understanding the topic of the lecture | 2 | Third Week       |
| Daily Written Test                                                          | Motivating the student on the board to clarify what is explained in the lecture and using the simulation method | Chapter Four: The Second Topic (Multiplier of Tourism Investment. | Achieving the objectives of the course by understanding the topic of the lecture | 2 | Fourth Week      |
| Assigning the student to do homework                                        | Mathematical and scientific applications                                                                        | Chapter Four: The Second Topic (Multiplier of Tourism Investment. | Achieving the objectives of the course by understanding the topic of the lecture | 2 | Week Five        |
| Participation and interaction with the lecture                              | Explain and discuss the concepts and theories of transportation economics                                       | Chapter Five: The First Topic (Transportation Economics)          | Achieving the objectives of the course by understanding the topic of the lecture | 2 | The week Sixth   |
| Asking the student for real-life examples of tourist transport in Iraq      | Explaining Examples of Tourist Transport in Iraq                                                                | Chapter Five: The First Topic (Transportation Economics)          | Achieving the objectives of the course by understanding the topic of the lecture | 2 | The week Seventh |
| Asking direct questions to the student and evaluating the students' answers | Using the brainstorming method in explaining the lecture to identify problems and develop solutions             | Chapter Five: Second Topic (Tourist Transport)                    | Achieving the objectives of the course by understanding the topic of the lecture | 2 | The week Eighth  |

|                                                                                                     |                                                                                                               |                                                                                             |                                                                                         |          |                            |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------|----------------------------|
| <b>Oral Test</b>                                                                                    | <b>Using the method of repeating what was presented in the previous lecture and reviewing the chapter</b>     | <b>Chapter Five: Second Topic (Tourist Transport)</b>                                       | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Ninth</b>      |
| <b>Student Interaction, Degree of Attention, and Engagement</b>                                     | <b>Review and interpretation of development and growth theories</b>                                           | <b>Chapter Six / First Topic (Concepts of Economic Development and Tourism Development)</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week X</b>          |
| <b>Student's Response Score and Desire for Good Grades</b>                                          | <b>Using and discussing examples of tourism development in Iraq</b>                                           | <b>Chapter Six / First Topic (Concepts of Economic Development and Tourism Development)</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Eleventh</b>   |
| <b>Number of Student Participation in the Discussion</b>                                            | <b>Explaining and Analyzing the Relationship between Economic Development and Tourism Activity</b>            | <b>Chapter Six / First Topic (Concepts of Economic Development and Tourism Development)</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Twelfth</b>    |
| <b>The student's ability and desire to continue the lecture</b>                                     | <b>Review the most important problems by explaining their most important causes and how to find solutions</b> | <b>Chapter Six / First Topic (Concepts of Economic Development and Tourism Development)</b> | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Thirteenth</b> |
| <b>The student's degree of desire to appear and stand out while asking questions for discussion</b> | <b>Using Examples of the Effects of Tourism on Economic Development from the Reality of Iraq</b>              | <b>Chapter Five: The Second Topic (The Effects of Tourism on Economic Development)</b>      | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Fourteenth</b> |
| <b>The student's ability to quickly understand the lecture</b>                                      | <b>Use the method of repeating class review, asking and discussing questions</b>                              | <b>Chapter Five: The Second Topic (The Effects of Tourism on Economic Development)</b>      | <b>Achieving the objectives of the course by understanding the topic of the lecture</b> | <b>2</b> | <b>The week Fifteenth</b>  |

## 11. Course Evaluation

|                                                                                                        |   |
|--------------------------------------------------------------------------------------------------------|---|
| Annual Pursuit 40% and Final Exam 60%                                                                  |   |
| 12. Learning and Teaching Resources                                                                    |   |
| <b>The Book of Tourism Economics / Part Two / Mr. Ismail Mamad Ali Al-Dabbagh and Mr. Elham Shuber</b> | 1 |

**Signature of the professor of the subject      Signature of the head of  
the department**

# Course Description Template

## Phase/II

### Course Description: Arabic Language

|                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |
| Arabic Language / Second Stage                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |
| 5660217                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |
| 2024/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                  |                                   |
| 15/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |
| Came                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                   |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                   |
| 60 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                   |
| 7. Course Administrator Name                                                                                                                                                                                                                                                                                                                                                                                                                                |                                   |
| Name: Anwar Ali Abdellatif Email: anwar.a.abd@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                        |                                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                   |
| <ul style="list-style-type: none"><li>• Emphasizing the importance of grammar in learning Arabic.</li><li>• Tuning and mastering Arabic sentences.</li><li>• Enabling the student to speak in a correct and eloquent language.</li><li>• Use Arabic correctly in various situations.</li><li>• Abide by the rules of the Arabic language.</li><li>• Preserving the Arabic language from linguistic errors.</li><li>• Helping others learn Arabic.</li></ul> | Objectives<br>Material<br>Tuition |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                           |                                   |
| Linking the concept of grammar to everyday life.<br>It is distributed between theoretical exams (daily and monthly) and participation in the classroom through the use of competitive questions for students, and homework.<br>1- Annual Pursuit (40 marks)<br>2- Final Written Exam (60 marks)                                                                                                                                                             | Strategy                          |

## 10. Course Structure

| <b>Evaluation Method</b> | <b>Learning Method</b>  | <b>Name of Unit or Topic</b>                                                                  | <b>Required Learning Outcomes</b>                                                                               | <b>Hours</b> | <b>The week</b>            |
|--------------------------|-------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------|----------------------------|
| <b>Oral Exam</b>         | Lecture                 | Knowing the punctuation marks                                                                 | Punctuation                                                                                                     | 4            | <b>First Week</b>          |
| <b>Oral Exam</b>         | Lecture/Discussion      | Understanding what is right about the types of humming                                        | What is right of the types of humming?                                                                          | 4            | <b>Second Week</b>         |
| <b>Oral Exam</b>         | Discussion and Dialogue | How to differentiate between writing a soft alphabet in verbs and non-triple nouns            | Writing the soft alphabet in non-triple verbs and nouns                                                         | 4            | <b>Third Week</b>          |
| <b>Oral Exam</b>         | Lecture/Discussion      | How to write the extreme Hamza                                                                | Extreme Hamza                                                                                                   | 4            | <b>Fourth Week</b>         |
| <b>Oral Exam</b>         | Participatory Learning  | Sections of the noun in terms of masculine and feminine                                       | Understanding and understanding the parts of the noun in terms of remembrance and femininity                    | 4            | <b>Week Five</b>           |
| <b>Oral Exam</b>         | Working Paper           | View noun sentence types                                                                      | Nominal Sentences                                                                                               | 4            | <b>Week Six</b>            |
| <b>Written Exam</b>      |                         | Midterm Exam                                                                                  | Student Subject Testing                                                                                         | 4            | <b>Week Seven</b>          |
| <b>Oral Exam</b>         | Lecture/Discussion      | Signs of each of the verbs                                                                    | Understanding and Understanding the Signs of Each Verb                                                          | 4            | <b>Week Eight</b>          |
| <b>Oral Exam</b>         | Discussion and Dialogue | If the word indicates the meaning of the verb and does not accept its sign, it is a verb noun | Teaching students if the word indicates the meaning of the verb and does not accept its sign, it is a verb noun | 4            | <b>Week Nine</b>           |
| <b>Oral Exam</b>         | Lecture/Discussion      | What distinguishes the letter                                                                 | Knowing what the craft is good about                                                                            | 4            | <b>Week 10</b>             |
| <b>Oral Exam</b>         | Working Paper           | Arabized and built                                                                            | View the Arabized and Built                                                                                     | 4            | <b>The week Eleventh</b>   |
| <b>Oral Exam</b>         | Lecture/Discussion      | Definition of Syntax with Examples                                                            | Standing on the definition of syntax with examples                                                              | 4            | <b>The week Twelfth</b>    |
| <b>Oral Exam</b>         | Lecture/Discussion      | Definition of construction with examples                                                      | Standing when defining construction with examples                                                               | 4            | <b>The week Thirteenth</b> |
| <b>Oral Exam</b>         | Participatory Learning  | The hollow and imperfect verb                                                                 | Teaching students the hollow and incomplete verb                                                                | 4            | <b>The week Fourteenth</b> |

|                                                                                                                                                                                             |                         |                                                  |                                                     |   |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------|-----------------------------------------------------|---|---------------------|
| Written Exam                                                                                                                                                                                | Lecture/Discussion      | End of Semester Exam                             | Student Testing By Topics                           | 4 | The week Fifteenth  |
| <b>Second Semester</b>                                                                                                                                                                      |                         |                                                  |                                                     |   |                     |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Conditions of expression of Kan and her sisters  | She and her sisters                                 | 4 | First Week          |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Expression of non-verbs                          | Non-verbs                                           | 4 | Second Week         |
| Oral Exam                                                                                                                                                                                   | Discussion and Dialogue | Learn how to pronounce ( and her sisters)        | Verb-like letters (En and its sisters)              | 4 | Third Week          |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Familiarizing students with the actual sentences | Types of Verbal Sentences                           | 4 | Fourth Week         |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Past Verb Expression                             | Past Tense                                          | 4 | Week Five           |
| Oral Exam                                                                                                                                                                                   | Working Paper           | Present Tense Verb Expression and Command        | Present Tense and Imperative                        | 4 | The week Sixth      |
|                                                                                                                                                                                             |                         |                                                  | Student Subject Testing                             | 4 | The week Seventh    |
|                                                                                                                                                                                             | Written Exam            |                                                  | Second Semester Midterm Exam                        |   | The week Eighth     |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Expression of the Five Verbs                     | How are the five verbs pronounced?                  | 4 | The week Ninth      |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | The expression of the sick from the verbs        | How is the pronunciation of the verb                | 4 | The week X          |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | Expression of the sick from nouns                | How is the pronunciation of the sick from the nouns | 4 | The week Eleventh   |
| Oral Exam                                                                                                                                                                                   | Participatory Learning  | Meaning of Nakra                                 | What is meant by denial                             | 4 | The week Twelfth    |
| Oral Exam                                                                                                                                                                                   | Lecture/Discussion      | The Meaning and Types of Knowledge               | What is Knowledge and its Types                     | 4 | The week Thirteenth |
| Oral Exam                                                                                                                                                                                   | Discussion and Dialogue | Conscience and its meaning                       | What is meant by pronoun and its meaning            | 4 | The week Fourteenth |
|                                                                                                                                                                                             | Written Exam            |                                                  | Student Subject Testing                             | 4 | The week Fifteenth  |
| <b>11. Course Evaluation</b>                                                                                                                                                                |                         |                                                  |                                                     |   |                     |
| Annual Pursuit 40% and Final Exam Score 60%                                                                                                                                                 |                         |                                                  |                                                     |   |                     |
| <b>12. Learning and Teaching Resources</b>                                                                                                                                                  |                         |                                                  |                                                     |   |                     |
| <b>Required Textbooks (Methodology, if any)</b><br><b>Arabic Language / Basic Skills for All Departments</b><br><b>Prepared by: A committee of professors of Al-Mustansiriya University</b> |                         |                                                  |                                                     |   | 1                   |

|                                                                                                                                                                                                                                                                                           |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Main References (Sources)<br>The clearest paths of the millennium of Ibn Malik/Ibn Hisham.<br>Ibn al-Nazim commented on the millennium of Ibn Malik.                                                                                                                                      | 2 |
| Recommended books and supporting references (scientific journals, reports...<br>Applied Grammar by Dr. Abdo Al-Rajhi<br>Applied Grammar / Dr. Hadi Nahr<br>Applied Grammar / Khaled Abdel Aziz<br>The obvious answers for those who asked about Ibn Aqeel's explanation of the millennium | 3 |

**Signature of the professor of the subject      Signature of the head of  
the department**

# Course Description Template

## Phase/II

### Description of the course The Baath Party Crimes Article

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| Crimes of the Baath regime in Iraq                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| 56602347                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 2024 - 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| Classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
| Number of Hours ( Total ) ( 30 ) Number of Units ( Total ) ( 60 )                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |
| Name : Eng. Samir Mahmoud Jassim Email: samir.mahmud@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| The heinous crimes committed by the Ba'ath regime in Iraq are almost innumerable because of their multitude, and if the pens of researchers had followed them for many years with documentation, analysis and study, they would not have come to the truth of what happened in our wounded country in terms of tragedies, woes and calamities committed by the unjust Ba'ath regime, because they expanded to include all the joints of life, and affected the heat, the mud and the human beings. | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |
| •Learn and know the audacity committed by the Baath regime in the dictatorial era.<br>•Identify the concept of crime in terms of language and terminology.                                                                                                                                                                                                                                                                                                                                         | Strategy          |

| <ul style="list-style-type: none"> <li>•Documenting the crimes of the Baath regime in accordance with the law of the Supreme Criminal Court in 2005.</li> <li>•Identifying Psychological and Social Crimes and Their Impact on the Iraqi People</li> </ul> <p>It also identifies environmental crimes, mass grave crimes, humanitarian crimes, genocide, war crimes, and others.</p> |                                                                              |                                                                                 |                                                                                            |       |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------|-------------|
| <b>10. Course Structure</b>                                                                                                                                                                                                                                                                                                                                                          |                                                                              |                                                                                 |                                                                                            |       |             |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                    | Learning Method                                                              | Name of Unit or Topic                                                           | Required Learning Outcomes                                                                 | Hours | The week    |
| <b>Understanding and discussing the topic and giving grades to students</b>                                                                                                                                                                                                                                                                                                          | Through the presentation of the data show and the Q&A through the discussion | Baath crimes according to The Criminal Court                                    | Clarification to know the article of the crimes of the Baath regime                        | 1     | First Week  |
| <b>Understanding and discussing the topic and giving grades to students</b>                                                                                                                                                                                                                                                                                                          | Through the presentation of the data show and the Q&A through the discussion | The Concept of Crimes and Their Categories                                      | Knowledge of students in Crime is a language and a convention                              | 1     | Second Week |
| <b>Understanding and discussing the topic and giving grades to students</b>                                                                                                                                                                                                                                                                                                          | Through the presentation of the data show and the Q&A through the discussion | The crimes of the Baath regime according to Documentation of the Criminal Court | Students know the types of crimes in which the Criminal Court has issued several decisions | 1     | Third Week  |
| <b>Understanding and discussing the topic and giving grades to students</b>                                                                                                                                                                                                                                                                                                          | Through the presentation of the data show and the Q&A through the discussion | Types of International Crimes                                                   | Students' knowledge of types of crimes such as humanitarian, social, and others            | 1     | Fourth Week |
| <b>Students' knowledge of exam questions</b>                                                                                                                                                                                                                                                                                                                                         | Through the presentation of the data show and the Q&A through the discussion | First Exam First Semester                                                       | Knowledge of questions Exam                                                                | 1     | Week Five   |
| <b>Understanding and discussing the topic and giving grades to students</b>                                                                                                                                                                                                                                                                                                          | Through the presentation of the data show and the Q&A through the discussion | Decisions issued by the Supreme Criminal Court                                  | Knowing the decisions issued against criminals No, for his crime.                          | 1     | Week Six    |
| <b>Understanding and discussing the</b>                                                                                                                                                                                                                                                                                                                                              | Through the presentation of the data show and the                            | Psychological Crimes                                                            | Students' knowledge of the concept of                                                      | 1     | Week Seven  |

|                                                                             |                                                                              |                                                |                                                                                              |   |                    |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------|---|--------------------|
| <b>topic and giving grades to students</b>                                  | Q&A through the discussion                                                   |                                                | psychological crime                                                                          |   |                    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Mechanisms of Psychological Crimes             | Students' knowledge of this Mechanisms adopted in it                                         | 1 | Week Eight         |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Effects of Psychological Crimes                | Students' knowledge of what the effects are Consequences of this crime                       | 1 | Week Nine          |
| <b>Understanding and Discussing Students</b>                                | Through the presentation of the data show and the Q&A through the discussion | First Semester Midterm Exam                    | Familiarizing students with the most important questions related to the subject              | 1 | Week 10            |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Social Crimes                                  | Students' knowledge of the most important types of crimes, which are social                  | 1 | Week One ten       |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | The right to shelter (housing) Right to health | Students' knowledge of the most important rights related to the subject                      | 1 | Second Week ten    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Militarization of society                      | Students' knowledge of the most important goals as a result of the militarization of society | 1 | Third Week ten     |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | The Baathist regime's position on religion     | Students know what to use Fighting religion for the Baath regime                             | 1 | Fourth Week ten    |
| <b>Giving the grades of the first semester</b>                              | Knowledge of Students The nature of the questions                            | End of Semester Exam                           | examination                                                                                  | 1 | Week Five ten      |
| <b>Second Semester</b>                                                      |                                                                              |                                                |                                                                                              |   |                    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Violations of Iraqi laws                       | Students' knowledge of disrespect Iraqi Law                                                  | 1 | The week The first |

|                                                                             |                                                                              |                                           |                                                                                                        |   |             |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------|---|-------------|
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Environmental Crimes System Al, Baath     | Students know that environmental crimes are one of the most heinous crimes that Committed by the Baath | 1 | Second Week |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | War and Radiation Trinity                 | Students' knowledge of the most important crimes committed by the Baath Party                          | 1 | Third Week  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Destruction of Cities and Villages        | Knowledge of Students Cities and villages that Destroyed by the Baath regime                           | 1 | Fourth Week |
| <b>Students' Discussion on the Mechanism of Answering</b>                   | Through the presentation of the data show and the Q&A through the discussion | First Exam for Second Semester            | Knowledge of students in a style Writing in the exam                                                   | 1 | Week Five   |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Draining the marshes                      | Students' knowledge of what is the crime of draining the marshes and its effects on society            | 1 | Week Six    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Bulldozing orchards palms Trees and crops | Students' knowledge of the mechanisms of criminal action carried out by the Baath regime               | 1 | Week Seven  |
| <b>Discussing students and giving grades</b>                                | Through the presentation of the data show and the Q&A through the discussion | Mass grave crimes                         | Students know the size of this crime and its effects on society                                        | 1 | Week Eight  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Genocide cemeteries                       | Knowledge of Students The sequence of events surrounding this genocide                                 | 1 | Week Nine   |
| <b>Students' Understanding of the Answer Style</b>                          | Through the presentation of the data show and the Q&A through the discussion | Second Semester Midterm Exam              | Students' knowledge of Answer and Writing Method In the exam paper                                     | 1 | Week 10     |

|                                                                             |                                                                              |                                                                 |                                                                                            |   |                 |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|---|-----------------|
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Chronological Classification of Cemeteries Genocide             | Knowledge of Students Dates and numbers of these heinous crimes                            | 1 | Week One ten    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Events of the Intifada Al , Shabaniya                           | Students' knowledge of the Intifada's relationship with the crime of cemeteries Collective | 1 | Second Week ten |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | War events Iraqi Iranian                                        | Knowing the role of this war in mass graves                                                | 1 | Third Week ten  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Review of Materials Before the Last Exam of the Second Semester | Knowing how to answer And matters related to the final exam                                | 1 | Fourth Week ten |
| <b>Students' understanding of the answer mechanism</b>                      | View Questions On Screen                                                     | End of Semester Exam                                            | Knowledge of the exam The last for the second semester                                     | 2 | Week Five ten   |

## 11. Course Evaluation

The first semester is three exams, each exam (5 marks) and (5) grades of activity and attendance grades to become the semester grade (20 marks).

Second semester: three exams, each exam (5 marks) and (5) grades of activity and attendance to become the grade of the semester (20 marks).

The total grades of the two semesters (40 marks)

Final Exam (60 marks)

## 12. Learning and Teaching Resources

|                                    |                                                                                     |
|------------------------------------|-------------------------------------------------------------------------------------|
| Planning and Compliance Department | Official Curriculum Issued by the Ministry of Hig Education and Scientific Research |
|------------------------------------|-------------------------------------------------------------------------------------|

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Managing Tourist Behavior

### Stage / II (Morning - Evening Study)

#### Course Description

و تعد مادة إدارة سلوك السائح تهدف إلى فهم وتحليل العوامل التي تؤثر على تصرفات وقرارات السياح الدوافع نقطة الانطلاق الأولى لحدوث التعلم، حيث تلعب الحاجات والرغبات والأهداف دور المنبه الذي يقود التكنولوجيا التطورات ونتيجة، مثلاً الإدراك إلى السلوك المقصود، مثل التوجه إلى وجهة سياحية محددة تؤثر التي والسلبيات الايجابيات اهم على التعرف من لابد السياحي لقطاع في الاصطناعي الذكاء ودخول المؤثرة والقيم السلوكيات معرفة من كذلك ولا بد ، الخدمة ومقدمي السياحية والشركات السائح سلوكيات على الازمنة مر على التطورات نتيجة تغيرت وكيف اتجاه اي في السلوكيات سير عملية على

|                                                                                                                                                                                                                                                     |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                      |                          |
| Managing Tourist Behavior                                                                                                                                                                                                                           |                          |
| 2. Course Code                                                                                                                                                                                                                                      |                          |
| 56602216                                                                                                                                                                                                                                            |                          |
| 3. Semester/Year                                                                                                                                                                                                                                    |                          |
| (First Semester – Second Semester) 2023/2024                                                                                                                                                                                                        |                          |
| 4. Date of preparation of this description                                                                                                                                                                                                          |                          |
| 17 -6 - 2024                                                                                                                                                                                                                                        |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                    |                          |
| Classrooms                                                                                                                                                                                                                                          |                          |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                  |                          |
| 3 Hours - 12 Hours                                                                                                                                                                                                                                  |                          |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                        |                          |
| Name : Eng. Dr. Nawraskamil Email : <a href="mailto:@uomustansiriyah.edu.iq">@uomustansiriyah.edu.iq</a> <a href="mailto:edu.iqnawraskamil">edu.iqnawraskamil</a>                                                                                   |                          |
| 8. Course Objectives                                                                                                                                                                                                                                |                          |
| <b>The student should be familiar with the concept and nature of the behavior, its importance and characteristics.</b><br><b>Studying the stages of the guest's purchasing decision.</b><br><b>Identifying the guest's motivations for tourism.</b> | <b>Course Objectives</b> |

|                                                                                                                                                                                                                                                                                         |                                                               |                                                 |                                                                      |       |                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------|-------|-----------------------|
| Understanding motivation, learning, and perception.<br>The Impact of Artificial Intelligence on Tourist Behaviors and Tourism Companies                                                                                                                                                 |                                                               |                                                 |                                                                      |       |                       |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                       |                                                               |                                                 |                                                                      |       |                       |
| Introducing the student to the importance of studying the tourism behavior course for the tourism investor and service providers to deal correctly with the tourist, making reports that help them expand their perceptions and understanding of the subject, monthly and weekly exams. |                                                               |                                                 |                                                                      |       | Strategy              |
| 10. Course Structure                                                                                                                                                                                                                                                                    |                                                               |                                                 |                                                                      |       |                       |
| Evaluation Method                                                                                                                                                                                                                                                                       | Learning Method                                               | Name of Unit or Topic                           | Required Learning Outcomes                                           | Hours | The week              |
| Asking students about the topic to show their understanding                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | Concept of Behavior                             | Concept and nature of behavior<br>Guest                              | 2     | The week<br>The first |
| Asking students about the topic to show their understanding                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | The Historical Development of Human Behavior    | The Historical Development of Human Behavior                         | 2     | Second Week           |
| Asking students about the topic to show their understanding                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | Types of behavior                               | The student should be familiar with the types of behavior.           | 2     | Third Week            |
| examination                                                                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | Concepts of Behavior                            | The Concept of Tourist Behavior                                      | 2     | Fourth Week           |
| Asking students about the topic to show their understanding                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | Clarification of characteristics and importance | Reasons and importance of studying tourist behavior, characteristics | 2     | Week Five             |
| Asking students about the topic to show their understanding                                                                                                                                                                                                                             | Explain the topic and write the important points on the board | Types of Behavior                               | The student should know the types of tourist behavior                | 2     | Week Six              |

|                                                             |                                                               |                                                                            |                                                                                          |   |                     |
|-------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---|---------------------|
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Statement of the requirements of the purchase decision for the tourist     | Definition of the Student Purchasing Decision                                            | 2 | Week Seven          |
| examination                                                 | Explain the topic and write the important points on the board | Definitions and Concepts of the Digital Tourist                            | Definition of a Digital Tourist Student                                                  | 2 | Week Eight          |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Benefits to the tourist from using technology                              | Learn the pros of digital and technical use                                              | 2 | Week Nine           |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Cons of Using Social and Behavioral Technologies                           | The student's study of the negatives of using technology                                 | 2 | Week 10             |
| Reports to be discussed during the lecture                  | Explain the topic and write the important points on the board | Motivation concepts and characteristics                                    | Motivations Defined and Relation to Tourist Behavior                                     | 2 | Eleventh Week       |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Types of tourism motives and their importance                              | The student should learn the types of motivations for the tourist and their importance   | 2 | Week 12             |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Begin to learn about theories of all kinds, divided into several lectures. | Theories of motivation - behavioral - cognitive                                          | 2 | The week Thirteenth |
| First Semester Exam                                         | Explain the topic and write the important points on the board | Explanation of theories                                                    | Social Learning Theory - Attribution                                                     | 2 | The week Fourteenth |
| Review                                                      | Explain the topic and write the important points on the board | Clarifying the theory on the tourist's behaviors                           | Introducing students to the humanitarian theory and its importance in the tourism aspect | 2 | The week Fifteenth  |
| <b>Second Semester</b>                                      |                                                               |                                                                            |                                                                                          |   |                     |

|                                                             |                                                               |                                                                               |                                                                                           |   |             |
|-------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---|-------------|
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Recognize concepts, components and characteristics                            | Students' Definition of Psychological Attitudes Definition - Components - Characteristics | 2 | First Week  |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Change Trends in Tourism Business, Functions and Nature                       | Introducing students to changing trends in tourism work, its functions and nature         | 2 | Second Week |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Explain trends and influencing factors                                        | The Impact of Trends on Tourist's Behavior, Factors Affecting Them and Their Measures     | 2 | Third Week  |
| examination                                                 | Explain the topic and write the important points on the board | Unacceptable behavior affects society                                         | Explain the reasons for the occurrence of unacceptable behavior                           | 2 | Fourth Week |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | The concept of learning and enumerating its most important points             | Definition of learning and its importance in the tourism sector                           | 2 | Week Five   |
| Report to be discussed during the lecture                   | Explain the topic and write the important points on the board | Identify and explain the most important theories                              | Learning Theories                                                                         | 2 | Week Six    |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | What is cognition, its concept, conditions and its relationship to attention? | Perception: Concept, Conditions and Relation to Attention                                 | 2 | Week Seven  |
| examination                                                 | Explain the topic and write the important points on the board | The concept of sensation and the distinction between perception and sensation | The concept of sensation and the distinction between perception and sensation             | 2 | Week Eight  |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Characteristics of the mental image in the tourism sector                     | Characteristics of the mental image in the tourism sector                                 | 2 | Week Nine   |

|                                                             |                                                               |                                                                                     |                                                                                     |   |                     |
|-------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---|---------------------|
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Explaining the group and its impact on the tourist's behavior                       | The Community and its Impact on the Tourist's Behavior                              | 2 | Week 10             |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | Theories of group formation                                                         | Introducing the student to the theories of group formation                          | 2 | The week Eleventh   |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | The Impact of Community on the Tourist, Community Dynamics and Social Interaction   | The Impact of Community on the Tourist, Community Dynamics and Social Interaction   | 2 | The week Twelfth    |
| Asking students about the topic to show their understanding | Explain the topic and write the important points on the board | The concept of emotion - characteristics - Difference between emotion and behaviors | The concept of emotion - characteristics - Difference between emotion and behaviors | 2 | The week Thirteenth |
| Second Half Exam                                            | Explain the topic and write the important points on the board | Work Stress and its Implications on Tourist Behavior                                | Work Stress - Its Implications on Tourist Behavior                                  | 2 | The week Fourteenth |
| Review                                                      | Explain the topic and write the important points on the board | Review of lectures from the second half with the exam                               | Review of lectures from the second half with an exam                                | 2 | The week Fifteenth  |

## 11. Course Evaluation

The subject of guest behavior management is an important study subject in terms of the quality of the educational materials provided to students and suitable for educational goals, and many scientific methods are used to clarify the topics, where the grades of the subject are divided into the first and second semesters, in the first semester, the first semester is 20 grades, in addition to class participations and the preparation of scientific reports about the subject and class attendance. As for the second semester, which is of 20 marks, the grades will be distributed on exams, class participations, reports and attendance, while the final exam will be of 60 marks.

## 12. Learning and Teaching Resources

Bibb , Basant Ahmed , Applications of Artificial Intelligence, Tourism Activation and Heritage Protection , Arab Journal of Communication and Digital Media Research , Issue (5) January , 2024

Meziane, Hamza, Consumer Behavior in Tourism, University Publication, Faculty of Economics and Management Sciences, Hassiba Bin Bouali University, 2023.

Khaled , Breiki , Saleh , Talem , The Impact of Activating Websites on the Quality of Tourism Services - A Field Study on the Customers of Tourism Agencies in the State of Djelfa , Afaq Journal for Research and Studies , Volume (7) Issue (1) , 2024

**Signature of the professor of the subject    Signature of the head of  
the department**

# Course Description Template

## Phase/II

### Geography of Tourism

|                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       |                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|----------------------------|-------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       |                   |
| Iraq's Tourist Geography                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       |                   |
| 56602218                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                         |                 |                       |                            |       |                   |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                   |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                         |                 |                       |                            |       |                   |
| Attendance in the classrooms                                                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                   |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                       |                 |                       |                            |       |                   |
| 90 Hours 180 Units                                                                                                                                                                                                                                                                                                                                                                                       |                 |                       |                            |       |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                   |
| Name : Assoc. Prof. Dr. Zainab Sadiq Mustafa Email : <a href="mailto:zainabs.1811@uomustansiriyah.edu.iq">zainabs.1811@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                        |                 |                       |                            |       |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                   |
| <ul style="list-style-type: none"><li>• Identifying and classifying tourist attractions</li><li>• Identifying Tourism Geography and its Relationship with Other Sciences</li><li>• Knowing the location of Iraq and the impact of its location on the climate and terrain</li><li>• Identifying Iraq's Water Resources and the Problems They Face</li><li>• Tourist Attractions by Governorate</li></ul> |                 |                       |                            |       | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                        |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       | Strategy          |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                   |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                                        | Learning Method | Name of Unit or Topic | Required Learning Outcomes | Hours | The week          |

|                                                   |                                        |                                                                                                                           |                                                                                                                                                   |   |               |
|---------------------------------------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------|
| <b>Reporting on contraindications</b>             | Theoretical lecture                    | The concept of tourism, entertainment and recreation, travel motives and tourist attractions                              | Know your motivations for travel                                                                                                                  | 3 | First Week    |
| <b>Report on Economic Geography Departments</b>   | Theoretical lecture                    | Definition of Geography<br>Departments of Geography                                                                       | Identify the science of geography and its importance in human life                                                                                | 3 | Second Week   |
| <b>Daily exam from 5 marks</b>                    | Theoretical lecture                    | The relationship of geography to other sciences<br>Definition of Tourist Geography<br>Why Study Geography<br>Iraq Tourism | Knowing the importance of Geography of Tourism in Iraq                                                                                            | 3 | Third Week    |
| <b>Discuss with students</b>                      | Theoretical lecture with illustrations | Tourist Maps                                                                                                              | What is a map, types of tourist maps, and benefits of tourist maps                                                                                | 3 | Fourth Week   |
| <b>Discussion with students</b>                   | Theoretical lecture                    | Iraq Location and Area and the borders                                                                                    | Iraq's Geographical and Astronomical Location<br>The Impact of Location on the History of Iraq and the Importance of Iraq's Geographical Location | 3 | Week Five     |
| <b>Daily exam</b>                                 | Theoretical lecture                    | Border crossings                                                                                                          | Geographical distribution For Border Crossings                                                                                                    | 3 | Week Six      |
|                                                   | Theoretical lecture<br>Using the map   | The Topography of Iraq /Part 1                                                                                            | Learn more Mountainous and undulating area                                                                                                        | 3 | Week Seven    |
| <b>Report on the map of Iraq</b>                  | Theoretical lecture<br>Using the map   | The Topography of Iraq / Part 2                                                                                           | Learn about the details of the area<br>Sedimentary Plain and Western Plateau                                                                      | 3 | Week Eight    |
| <b>Climate Change Report</b>                      | Theoretical lecture<br>Using the map   | Climate of Iraq                                                                                                           | Learn about the details of the climate<br>Iraq and its elements                                                                                   | 3 | Week Nine     |
| The first exam for the first semester of 15 marks |                                        |                                                                                                                           |                                                                                                                                                   |   | Week 10       |
| <b>Discussion with students</b>                   | Theoretical lecture<br>Using the map   | Water Resources /Part 1                                                                                                   | Identifying Water Resources<br>Underground and esoteric and their places of spread                                                                | 3 | Eleventh Week |
| <b>Daily exam</b>                                 | Theoretical lecture                    | Water Resources / Part 2                                                                                                  | Surface Water Identification                                                                                                                      | 3 | Week 12       |

|                                                           |                                      |                                                       |                                                                                                             |   |               |
|-----------------------------------------------------------|--------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---|---------------|
|                                                           | Using the map                        |                                                       | Tigris and Euphrates rivers                                                                                 |   |               |
| <b>Questions about the lecture</b>                        | Lecture Theory                       | Water Resources / Part 3                              | Identify projects<br>Irrigation and Water Resources Problems                                                | 3 | Week 13       |
| <b>Map Explained</b>                                      | Theoretical lecture<br>Using the map | Soil and Natural Plant                                | Knowledge of soil types in Iraq and natural plant types                                                     | 3 | Week 14       |
| The second exam for the first semester of 15 marks        |                                      |                                                       |                                                                                                             |   | Week Fifteen  |
| <b>Second Semester</b>                                    |                                      |                                                       |                                                                                                             |   |               |
| <b>Report by Development</b>                              | Theoretical lecture<br>Using the map | Transport/C1                                          | Knowing the ways<br>Land Transportation                                                                     | 3 | First Week    |
| <b>Daily exam from 5 marks</b>                            | Lecture Theory                       | Transport / C2                                        | Identify<br>Water and Air Transport                                                                         | 3 | Second Week   |
| <b>Daily exam</b>                                         | Lecture Theory                       | The geographical location of tourism patterns in Iraq | Identifying religious tourism sites<br>therapeutic, recreational and other                                  | 3 | Third Week    |
| <b>Daily exam</b>                                         | Theoretical lecture                  | World Heritage Sites                                  | Meet the Heritage Committee<br>World Heritage List<br>Al-Alami and Iraqi Websites<br>Registered in the list | 3 | Fourth Week   |
| <b>General Questions</b>                                  | Theoretical lecture                  | Kurdistan region                                      | Recognize the characteristics of Regions and Characteristics<br>Governorates of the Region                  | 3 | Week Five     |
| <b>The first exam for the second semester of 15 marks</b> |                                      |                                                       |                                                                                                             |   | Week Six      |
| <b>Discussion of reports</b>                              | Theoretical lecture                  | Aspects of the tourism offer / C1                     | Baghdad Governorate<br>Basra Governorate<br>Babylon Province                                                |   | Week Seven    |
| <b>Discussion of reports</b>                              | Theoretical lecture                  | Aspects of the tourism offer / C2                     | Karbala Governorate<br>Najaf Governorate                                                                    |   | Week Eight    |
| <b>Discussion of reports</b>                              | Theoretical lecture                  | Aspects of the tourism offer / C3                     | Nineveh Governorate<br>governorate<br>Salads                                                                |   | Week Nine     |
| <b>Discussion of reports</b>                              | Theoretical lecture                  | Aspects of the tourism offer / C4                     | Wasit Governorate<br>Maysan Governorate                                                                     |   | Week 10       |
| <b>Discussion of reports</b>                              | Theoretical lecture                  | Aspects of the tourism offer / C5                     | Anbar Province<br>Diyala Governorate                                                                        |   | Eleventh Week |

|                                                                                                                     |                     |                                   |                                                                         |                                            |              |
|---------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------|-------------------------------------------------------------------------|--------------------------------------------|--------------|
|                                                                                                                     |                     |                                   | Al , Muthanna Governorate                                               |                                            |              |
| <b>Discussion of reports</b>                                                                                        | Theoretical lecture | Aspects of the tourism offer / C6 | Kirkuk Governorate<br>Al , Qadisiyah Governorate<br>Dhi Qar Governorate |                                            | Week 12      |
| <b>The second exam for the second semester of 15 marks</b>                                                          |                     |                                   |                                                                         |                                            | Week 13      |
|                                                                                                                     |                     | Quick review of the material      |                                                                         | 3                                          | Week 14      |
| <b>Postponed Exam</b>                                                                                               |                     |                                   |                                                                         |                                            | Week Fifteen |
| <b>11. Course Evaluation</b>                                                                                        |                     |                                   |                                                                         |                                            |              |
| Daily exams + 40% annual effort and 60% final exam                                                                  |                     |                                   |                                                                         |                                            |              |
| <b>12. Learning and Teaching Resources</b>                                                                          |                     |                                   |                                                                         |                                            |              |
| <b>Author : Badr Jaddou Ahmed Al-Mamouri and Nasser W Farih Al-Rikabi, House of Cultural Affairs, Baghdad, 2021</b> |                     |                                   |                                                                         | <b>Iraq's Tourist Geography</b>            |              |
| <b>Author: Prof. Dr. Abdullah Salem Al-Malki, Al-Wadah Publishing House, Jordan, 2016</b>                           |                     |                                   |                                                                         | <b>Geography of Iraq</b>                   |              |
| <b>Author: Prof. Dr. Shihab Mohsen Abbas Al-Amiri, Elaph Press, Baghdad, 2013</b>                                   |                     |                                   |                                                                         | <b>Geography of the Iraqi Governorates</b> |              |

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Phase/II

### Course Description: Baath Party Crimes

ركز هذه المادة على دراسة الانتهاكات والجرائم التي ارتكبتها حزب البعث خلال فترة حكمه في العراق مع تحليل سياقاتها السياسية يتناول المقرر ، آليات القمع التي استخدمها، ومسؤوليته عن جرائم ضد الإنسانية والإبادة الجماعية .والقانونية والإنسانية

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|----------------------------|-------|---------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                           |
| Crimes of the Baath regime in Iraq                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                           |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                           |
| 56602347                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |                       |                            |       |                           |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                           |
| 2024 – 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                           |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                       |                            |       |                           |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |                       |                            |       |                           |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                           |
| Came                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                       |                            |       |                           |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                           |
| 1 hour                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       |                           |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                           |
| Assistant Lecturer: Kazem Zughir Sabkha                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 |                       |                            |       |                           |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                       |                            |       |                           |
| At the end of the course, students are expected to have learned the following:<br>•Knowledge of crime in terms of terminology and language, and knowledge of the types of crimes.<br>•Studying the crimes committed by the Baath regime against the people, which are considered crimes against humanity, war crimes, and genocide.<br>•Addressing the crimes against religion, scholars and religious figures, killing them and preventing them from practicing their rituals? |                 |                       |                            |       | Course Objectives Tuition |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                           |
| ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       | Strategy                  |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                       |                            |       |                           |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Learning Method | Name of Unit or Topic | Required Learning Outcomes | Hours | The week                  |

|                                 |                                                |                                                                                 |  |          |                            |
|---------------------------------|------------------------------------------------|---------------------------------------------------------------------------------|--|----------|----------------------------|
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Baath crimes according to the Criminal Court                                    |  | <b>8</b> | <b>First Week</b>          |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The Concept of Crimes and Their Categories                                      |  | <b>2</b> | <b>Second Week</b>         |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Crimes of the Baath regime according to the documentation of the Criminal Court |  | <b>2</b> | <b>Third Week</b>          |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Types of International Crimes                                                   |  | <b>2</b> | <b>Fourth Week</b>         |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Decisions issued by the Supreme Criminal Court                                  |  | <b>2</b> | <b>Week Five</b>           |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Psychological Crimes</b>                                                     |  | <b>1</b> | <b>Week Six</b>            |
| <b>Discussion with students</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Mechanisms of Psychological Crimes</b>                                       |  | <b>1</b> | <b>Week Seven</b>          |
| <b>Daily exam</b>               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Effects of Psychological Crimes</b>                                          |  | <b>1</b> | <b>Week Eight</b>          |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Social Crimes</b>                                                            |  | <b>1</b> | <b>Week Nine</b>           |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Militarization of society</b>                                                |  | <b>1</b> | <b>Week 10</b>             |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>The Baathist regime's position on religion</b>                               |  | <b>1</b> | <b>The week Eleventh</b>   |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>The Baathist regime's position on religion</b>                               |  | <b>1</b> | <b>The week Twelfth</b>    |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | <b>Violations of Iraqi laws</b>                                                 |  | <b>1</b> | <b>The week Thirteenth</b> |
| Discussion with students        | ❖ The lecture.<br>❖ Discussion.                | <b>First Semester Exam</b>                                                      |  | <b>1</b> | <b>The week Fourteenth</b> |

|                                                                                                                                        |                                                |                                                 |  |               |                    |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------|--|---------------|--------------------|
|                                                                                                                                        | ❖ Mind Maps                                    |                                                 |  |               |                    |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps |                                                 |  |               | The week Fifteenth |
| Chapter Two                                                                                                                            |                                                |                                                 |  |               |                    |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Environmental Crimes of the Baath Regime        |  | 2             | First Week         |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | War and Radiation Trinity                       |  | 2             | Second Week        |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Destruction of Cities and Villages              |  | 1             | Third Week         |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Draining the marshes                            |  | 1             | Fourth Week        |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Bulldozing palm groves, trees and crops         |  | 1             | Week Five          |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Mass grave crimes                               |  | 2             | The week Sixth     |
|                                                                                                                                        | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Genocide cemeteries                             |  | 2             | Week Seven         |
| Discussion with students                                                                                                               | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Chronological Classification of Genocide Graves |  | 2             | Week Eight         |
| Second Semester Exam                                                                                                                   |                                                |                                                 |  | 1             | Week Nine          |
| Review of the course with a report for each student                                                                                    |                                                |                                                 |  | Week 10       |                    |
|                                                                                                                                        |                                                |                                                 |  | Eleventh Week |                    |
|                                                                                                                                        |                                                |                                                 |  | Week 12       |                    |
|                                                                                                                                        |                                                |                                                 |  | Week 13       |                    |
|                                                                                                                                        |                                                |                                                 |  | Week 14       |                    |
|                                                                                                                                        |                                                |                                                 |  | Week Fifteen  |                    |
| 11. Course Evaluation                                                                                                                  |                                                |                                                 |  |               |                    |
| Daily exam + annual quest + final exam                                                                                                 |                                                |                                                 |  |               |                    |
| 12. Learning and Teaching Resources                                                                                                    |                                                |                                                 |  |               |                    |
| Official Curriculum Issued by the Ministry of Higher Education and Scientific Research / Department of Studies, Planning and Follow-up |                                                |                                                 |  |               | 1                  |

**Signature of the professor of the subject      Signature of the head of  
the department**

## Course Description Template

**Phase/III**

### Course Description Tourism Investment

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 25. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Tourism Investment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 26. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 56602327                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 27. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2024 /2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 28. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 1/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 29. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| ( Classroom )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 30. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 3 Hours ( Number of Units ( 3 Units )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 31. Course Administrator Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Name : Assoc. Prof. Dr. Sahar Jabbar Kelan Email:<br>saharjabbar@uomustansiriyah.edu.iq<br>Name : Eng. Suha Aziz Jaaz Email:                      sahaa eaziz @uomustansiriyah.ed.iq                                                                                                                                                                                                                                                                                                                                                                                                            |
| 32. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <div style="display: flex; justify-content: space-between;"> <div> <ul style="list-style-type: none"> <li>Identify the Concept and Determinants of Tourism Investment in Iraq</li> <li>Introducing the student to the stages of evaluation for tourism projects</li> <li>Identify the concepts related to the concept of investment and the importance and characteristics of tourism investment</li> <li>Introducing the student to the factors affecting tourism investment.</li> </ul> </div> <div style="width: 20%; text-align: center; font-weight: bold;">Course Objectives</div> </div> |
| 33. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <ul style="list-style-type: none"> <li>• The concepts of investment and finance and its relationship to tourism investment.</li> <li>• Determinants of Investment and Finance and its Relationship to Economic Planning.</li> <li>• The concept, importance, features and areas of tourism investment.</li> <li>• The concept of financing and confiscation of internal and external projects in tourism projects.</li> <li>• Criteria for economic evaluation of investment in a tourism project.</li> <li>• Reasons for the disparity in the economic efficiency of tourism projects</li> <li>• Investing in hotel inventory</li> <li>• Determinants of Tourism Investment in Iraq</li> </ul> | Strategy |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

#### 34. Course Structure

| Evaluation Method                                                                                  | Learning Method                                    | Name of Unit or Topic                            | Required Learning Outcomes                                                                                                                                                                                           | Hours | The week    |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------|
| Lecture<br>Understanding and discussing the subject and giving the student grades for this purpose | Classroom Questions and answers through discussion | Investment Concept                               | Introducing the student to the concept of investment and its relationship to economic concepts                                                                                                                       | 3     | First Week  |
| Lecture<br>Understanding and discussing the subject and giving the student grades for this purpose | Classroom Questions and answers through discussion | The importance of investing                      | Recognize the economic and social importance of investment                                                                                                                                                           | 3     | Second Week |
| Lecture<br>Understanding and discussing the subject and giving the student grades for this purpose | Classroom Questions and answers through discussion | Investment Items                                 | Identify investment items. There are several categories for investment, including the shops in which you invest, according to its impact on production capacity, according to its relationship with national income. | 3     | Third Week  |
| Lecture<br>Understanding and discussing the subject and giving the student grades for this purpose | Classroom Questions and answers through discussion | Investment Requirements<br>Investment Principles | Introducing the student to the investment requirements<br>Introducing the student to the principles of investment (the principle of selection, the principle of comparison, the                                      | 3     | Fourth Week |

|                                                                                                        |                                                           |                                              |                                                                                                                                                              |          |                      |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|
|                                                                                                        |                                                           |                                              | <b>principle of objectivity, the principle of compatibility or suitability, the principle of distributing risks.</b>                                         |          |                      |
| <b>10 degrees</b>                                                                                      | <b>Written in person</b>                                  | <b>Second test</b>                           | <b>Student's Awareness and Understanding of Topics</b>                                                                                                       | <b>3</b> | <b>Week Five</b>     |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Tourism Investment</b>                    | <b>Introducing the student to the concepts of tourism investment, which is concerned with the development and development of physical and human capital.</b> | <b>3</b> | <b>Week Six</b>      |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>The Importance of Tourism Investment</b>  | <b>Introducing the student to the importance of tourism investment</b>                                                                                       | <b>3</b> | <b>Week Seven</b>    |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Features of Tourism Investment</b>        | <b>Introducing the student to the features that characterize tourism investment, distributed by a set of features.</b>                                       | <b>3</b> | <b>Week Eight</b>    |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Investment Areas and Opportunities</b>    | <b>Introducing the student to the fields and investment opportunities in the tourism activity</b>                                                            | <b>3</b> | <b>Week Nine</b>     |
| <b>Lecture Student's understanding and discussion of the topic</b>                                     | <b>Classroom Questions and answers through discussion</b> | <b>Factors affecting tourism investment.</b> | <b>Introducing the student to a set of influential factors that play an active role in tourism investment</b>                                                | <b>3</b> | <b>Week 10</b>       |
| <b>Lecture</b>                                                                                         | <b>Classroom</b>                                          | <b>The government's contribution to the</b>  | <b>Identify the role and potential of the</b>                                                                                                                | <b>3</b> | <b>Eleventh Week</b> |

|                                                                                                            |                                                           |                                                                                                                      |                                                                                                                                                                                                                                                                               |          |                     |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------|
| <b>Understanding and discussing the subject and giving the student grades for this purpose</b>             | <b>Questions and answers through discussion</b>           | <b>revitalization of the tourism sector</b>                                                                          | <b>government in supporting tourism activity and overcoming the difficulties facing this activity.</b>                                                                                                                                                                        |          |                     |
| <b>Lecture<br/>Student's understanding and discussion of the topic</b>                                     | <b>Classroom Questions and answers through discussion</b> | <b>Expected financial returns<br/>The Cost of Alternative Opportunities</b>                                          | <b>Introducing the student to the concept of the improved financial return and the cost of the alternative opportunity</b>                                                                                                                                                    | <b>3</b> | <b>Week 12</b>      |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Political and security stability</b>                                                                              | <b>Identify the importance of this factor for the investor and provide a stable and attractive investment environment or investment climate.</b>                                                                                                                              | <b>3</b> | <b>Week 13</b>      |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Factor related to investor trends<br/>And the factor of the increase of fixed capital in the tourism project.</b> | <b>Introducing the student that experience, information and conviction play an influential role in the direction of investors to invest in this activity, in addition to introducing him that the tourism project is characterized by a high percentage of fixed capital.</b> | <b>3</b> | <b>Week 14</b>      |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student grades for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Seasonal factor of tourist demand<br/>Revenue Earned in Hard Currencies</b>                                       | <b>Introducing the student to the impact of seasonality on the investment movement. In addition, foreign revenues are one of the important returns achieved by the tourism activity.</b>                                                                                      | <b>3</b> | <b>Week Fifteen</b> |
| <b>Chapter Two</b>                                                                                         |                                                           |                                                                                                                      |                                                                                                                                                                                                                                                                               |          |                     |
| <b>Lecture</b>                                                                                             | <b>Classroom</b>                                          | <b>Financing in tourism projects</b>                                                                                 | <b>Introducing the student to the</b>                                                                                                                                                                                                                                         | <b>3</b> | <b>First Week</b>   |

|                                                                                                                     |                                                           |                                  |                                                                                                                                                                                                           |          |                    |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------|
| <b>Understanding and discussing the subject and giving the student grades for this purpose</b>                      | <b>Questions and answers through discussion</b>           |                                  | <b>concepts of tourism finance</b>                                                                                                                                                                        |          |                    |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b>              | <b>Classroom Questions and answers through discussion</b> | <b>The Importance of Funding</b> | <b>Introducing the student to the importance of finance, which is considered one of the administrative functions</b>                                                                                      | <b>3</b> | <b>Second Week</b> |
| <b>Lecture Understanding and discussing the subject and giving the student's grades customized for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Sources of Funding</b>        | <b>Introducing the student to internal and external sources of funding.</b>                                                                                                                               | <b>3</b> | <b>Third Week</b>  |
| <b>Lecture Understanding and discussing the subject and giving the student grades for this purpose</b>              | <b>Classroom Questions and answers through discussion</b> | <b>Internal Funding Sources</b>  | <b>Introducing the student to the internal sources of financing represented by retained profits. Operational, Financing and Sale Lease with Re-Lease and Machinery Investment Certificate</b>             | <b>3</b> | <b>Fourth Week</b> |
| <b>Lecture Understanding and discussing the subject and giving the student's grades customized for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>External funding sources</b>  | <b>Introducing the student to external sources of financing represented by stocks, bonds, financing through bank withdrawals, financing through bank loans, commercial loans, and capital speculation</b> | <b>3</b> | <b>Week Five</b>   |
| <b>Lecture Understanding and discussing the subject and giving the student's grades</b>                             | <b>Classroom Questions and answers through discussion</b> | <b>Types of Financing</b>        | <b>Introducing the student to the types of financing</b>                                                                                                                                                  | <b>3</b> | <b>Week Six</b>    |

|                                                                                                                         |                                                           |                                                                             |                                                                                                                                                                                                                                               |          |                      |
|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------|
| <b>customized for this purpose</b>                                                                                      |                                                           |                                                                             |                                                                                                                                                                                                                                               |          |                      |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student grades for this purpose</b>              | <b>Classroom Questions and answers through discussion</b> | <b>Government Funding</b>                                                   | <b>Introducing the student to direct and indirect government funding</b>                                                                                                                                                                      | <b>3</b> | <b>Week Seven</b>    |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student grades for this purpose</b>              | <b>Classroom Questions and answers through discussion</b> | <b>International Finance</b>                                                | <b>Introducing students to international finance</b>                                                                                                                                                                                          | <b>3</b> | <b>Week Eight</b>    |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student's grades customized for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Determinants of Choosing Sources of Financing for the Tourism Sector</b> | <b>Introducing the student to the determinants of choosing sources of financing, which are represented in the maturity date, meeting the obligations and the level of profits, the extent of the stability of the value paid, guarantees.</b> | <b>3</b> | <b>Week Nine</b>     |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student's grades customized for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Economic Evaluation Criteria for Investment in Tourism Project</b>       | <b>Introducing the student to the concept of project evaluation criteria</b>                                                                                                                                                                  | <b>3</b> | <b>Week 10</b>       |
| <b>Lecture<br/>Understanding and discussing the subject and giving the student's grades customized for this purpose</b> | <b>Classroom Questions and answers through discussion</b> | <b>Importance and Objectives of Project Evaluation</b>                      | <b>Introducing the student to the importance and objectives of project evaluation, which is represented by the scarcity of economic resources. Scientific and technological progress</b>                                                      | <b>3</b> | <b>Eleventh Week</b> |
| <b>Lecture<br/>Understanding and discussing</b>                                                                         | <b>Classroom Questions and answers</b>                    | <b>Stages of the project evaluation process</b>                             | <b>Introducing the student to the stages of the evaluation</b>                                                                                                                                                                                | <b>3</b> | <b>Week 12</b>       |

|                                                             |                                                    |                                             |                                                                                                                                                                                                                                                                            |   |              |
|-------------------------------------------------------------|----------------------------------------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------|
| the subject and giving the student grades for this purpose  | through discussion                                 |                                             | process for economic projects                                                                                                                                                                                                                                              |   |              |
| Written Test 10 Marks                                       | Classroom Questions and answers through discussion | Economic Evaluation Criteria for Investment | Identify the evaluation criteria represented by the method of the recovery period. and the method of accounting return. and the present value method.                                                                                                                      | 3 | Week 13      |
| Lecture Student's understanding and discussion of the topic | Classroom Questions and answers through discussion | Criteria for evaluating tourist attractions | Introducing the standards of tourist attractions represented by quality. Originality. Uniqueness. Expansion of activity.                                                                                                                                                   | 3 | Week 14      |
| 5-point oral test                                           | Classroom Questions and answers through discussion | Investing in hotel inventory                | Introducing the student to the concept of investing in hotel inventory, the cost of holding hotel inventory, the benefits of maintaining hotel inventory, the motivations for maintaining hotel inventory, and the risks and disadvantages of investing in hotel inventory | 3 | Week Fifteen |

**35. Course Evaluation:**

1. First semester: Conducting written exams (10 marks), conducting an oral exam (5 marks), and (5) grades of activity and attendance to become the grade of the semester (20 marks).
2. Second Semester: Conducting written exams (10 marks) and conducting an oral exam (5) grades and (5) grades of activity and attendance to become the grade of the semester (20)
3. The total grades of the two semesters are (40 marks).
4. Final Exam (60 marks).

**5. Learning and Teaching Resources**

Book "An Integrated Approach to Tourism Investment and Finance: Author: Ismail Muhammad Ali, Elham Khudair Abbas Shubbar, First Edition, Ithra Publishing and Distribution, Jordan, 2015

Book "An Integrated Approach to Tourism Investment and Finance: Author: Ismail Muhammad Ali, Elham Khudair Abbas Shubbar, First Edition, Ithra Publishing and Distribution, Jordan, 2015

**Signature of the professor of the subject    Signature of the head of the  
department**

# Course Description Template

## Phase/III

### Course Description: Tourism Planning

The study of tourism planning is one of the most important curricula that must be studied for the student in order to identify the mechanism of tourism planning as an industry and a basic pillar in the economies of many countries because of its importance from the economic, social and cultural point of view, which has increased the interest of countries in this vital important sector and encouragement in contributing to the construction of various tourism projects in terms of identifying the tourism market, seeking to develop and develop infrastructures and superstructures, providing the requirements that they need, and studying tourism services and their types, and the elements and components of tourist attractions. In addition to knowing international tourism, its regions and the factors affecting its development, the role and contribution of tourism to the national product,

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| Tourism Planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |
| 56602324                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |
| Came                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
| 30 units in 60 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |
| Name : Eng. Visions Tariq Kamal Email: <a href="mailto:Roaa.t@uomustansiriyah.edu.iq">Roaa.t@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                                                                            |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
| <ul style="list-style-type: none"><li>• The student learned about:</li><li>• The concept of planning and the emergence of tourism planning.</li><li>• The concept of tourism planning.</li><li>• The importance of tourism planning.</li><li>• Objectives of tourism planning.</li><li>• Characteristics of tourism planning</li><li>• Motivations for tourism planning.</li><li>• Types of Tourism Planning</li><li>• Stages of tourism planning.</li><li>• Levels of tourism planning.</li></ul> | Course Objectives |

|                                                                                                                                                                                                                                                  |                 |                                     |                                                               |       |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------|---------------------------------------------------------------|-------|-------------|
| ● Elements of tourism planning.                                                                                                                                                                                                                  |                 |                                     |                                                               |       |             |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                |                 |                                     |                                                               |       |             |
| The main reference of the course is relied on, the book of tourism planning.<br>Use a regular whiteboard model.<br>Relying on the form of preparing students for discussion and assigning them to explain some paragraphs of the study material. |                 |                                     |                                                               |       | Strategy    |
| 10. Course Structure                                                                                                                                                                                                                             |                 |                                     |                                                               |       |             |
| Evaluation Method                                                                                                                                                                                                                                | Learning Method | Name of Unit or Topic               | Required Learning Outcomes                                    | Hours | The week    |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall                                                                                                                                                  | Came            | Planning Concept                    | Introducing the student to the concept of planning            | 12    | First Week  |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall                                                                                                                                                  | Came            | The Origin of Tourism Planning      | Definition of the Student Planning Genesis                    | 12    | Second Week |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall                                                                                                                                                  | Came            | The concept of tourism planning.    | Introducing the student to the concept of tourism planning    | 12    | Third Week  |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall                                                                                                                                                  | Came            | The importance of tourism planning. | Introducing the student to the importance of tourism planning | 12    | Fourth Week |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall                                                                                                                                                  | Came            | Objectives of tourism planning.     | Introducing the Student to the Objectives of Tourism Planning | 12    | Week Five   |
| preparation, the exam score, the method of delivery,                                                                                                                                                                                             | Came            | Characteristics of tourism planning | Introducing the student to the                                | 12    | Week Six    |

|                                                                                                        |      |                                         |                                                                        |    |               |
|--------------------------------------------------------------------------------------------------------|------|-----------------------------------------|------------------------------------------------------------------------|----|---------------|
| <b>and the student's presence inside the hall</b>                                                      |      |                                         | characteristics of tourism planning                                    |    |               |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Motivations for tourism planning.       | Introducing the student to the motivations of tourism planning         | 12 | Week Seven    |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Types of Tourism Planning               | Definition of the Student Types of Tourism Planning                    | 12 | Week Eight    |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Stages of tourism planning.             | Introducing the student to the stages of tourism planning              | 12 | Week Nine     |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Levels of tourism planning.             | Introducing the student to the levels of tourism planning              | 12 | Week 10       |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Elements of tourism planning.           | Introducing the student to the elements of tourism planning            | 12 | Eleventh Week |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Success Factors of Tourism Planning     | Introducing the student to the factors of tourism planning             | 12 | Week 12       |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Methods and Methods of Tourism Planning | Introducing the student to the methods and methods of tourism planning | 12 | Week 13       |
| <b>preparation, the exam score, the method of delivery,</b>                                            | Came | Dimensions of Tourism Planning          | Introducing the student to the                                         | 12 | Week 14       |

|                                                                                                 |      |                                                  |                                                                                 |    |              |
|-------------------------------------------------------------------------------------------------|------|--------------------------------------------------|---------------------------------------------------------------------------------|----|--------------|
| and the student's presence inside the hall                                                      |      |                                                  | exclusion of tourism planning                                                   |    |              |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | The Concept and Objectives of the Tourism Survey | Introducing the student to the concept of the tourism survey and its objectives | 12 | Week Fifteen |
| <b>Second Semester</b>                                                                          |      |                                                  |                                                                                 |    |              |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 1. The concept of development                    | Introducing the student to the concept of development                           | 12 | First Week   |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 2- Elements of tourism development               | Introducing the Student to the Elements of Tourism Development                  | 12 | Second Week  |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 3. Tourism Development Goals                     | Introducing the student to the goals of tourism development                     | 12 | Third Week   |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 4- Stages of tourism development                 | Introducing the student to the stages of tourism development                    | 12 | Fourth Week  |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 5- Forms of tourism development                  | Introducing the student to the forms of tourism development                     | 12 | Week Five    |
| preparation, the exam score, the method of delivery, and the student's presence inside the hall | Came | 6- Sustainable tourism development               | Student Definition of Sustainable Tourism Development                           | 12 | Week Six     |

|                                                                                                        |      |                                                 |                                                                                        |    |               |
|--------------------------------------------------------------------------------------------------------|------|-------------------------------------------------|----------------------------------------------------------------------------------------|----|---------------|
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | 7- Planning and development of tourism services | Introducing the student to the concept of planning and development of tourism services | 12 | Week Seven    |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week Eight    |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week Nine     |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week 10       |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Eleventh Week |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week 12       |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week 13       |
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development              | discussion                                                                             | 12 | Week 14       |

|                                                                                                        |      |                                    |                         |    |              |
|--------------------------------------------------------------------------------------------------------|------|------------------------------------|-------------------------|----|--------------|
| <b>preparation, the exam score, the method of delivery, and the student's presence inside the hall</b> | Came | Experiences on Tourism Development | discussion              | 12 | Week Fifteen |
| 11. Course Evaluation                                                                                  |      |                                    |                         |    |              |
|                                                                                                        |      |                                    |                         |    |              |
| 12. Learning and Teaching Resources                                                                    |      |                                    |                         |    |              |
| Author (Khalil Ibrahim Al-Mashhadani), First Edition, University Library, Baghdad, 1989                |      |                                    | Book (Tourism Planning) |    |              |
|                                                                                                        |      |                                    | Supporting References   |    |              |

**Signature of the professor of the subject      Signature of the head of the department**

## Course Description Template

Stage / Third ( Morning / Evening )

### Course Description: Quality of Tourism Services

Despite the continuous focus on service quality for more than a decade, there is still a need for a holistic understanding of what quality actually establishes and how it can be nurtured and managed, and a holistic understanding and interdisciplinary approach to service quality

|                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                        |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1. Course Name                                                               | Quality of Tourism Services / Phase III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                        |
| 2. Course Code                                                               | 56602325                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                        |
| 3. Semester/Year                                                             | The two semesters of the academic year (2024/2025)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                        |
| 4. Date of preparation of this description                                   | 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                        |
| 5. Available Forms of Attendance                                             | Classroom Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                        |
| 6. Number of Hours                                                           | 3 Hours<br>4 Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                        |
| 7. The name of the course administrator (if more than one name is mentioned) | Name : Assoc. Prof. Dr. Mohamed Hamid Abdel Majeed Al-Lami Email : <a href="mailto:mohammed.hameed@uomustansiriyah.edu.iq">mohammed.hameed@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                                                                                               |                                                        |
| 8. Course Objectives                                                         | <ul style="list-style-type: none"><li>• This course aims to help the student to identify the concept and importance of managing the quality of tourism services.</li><li>• Practices the written and oral skills and behaviors followed.</li><li>• Manages events professionally in accordance with diplomatic norms and traditions.</li><li>• It aims to prepare cadres who are proficient in dealing with official guests, by applying a precise understanding of the principles.</li></ul> Deal with tact and good and develop communication skills with others. | <b>Objectives</b><br><b>Material</b><br><b>Tuition</b> |

## 9. Teaching and Learning Strategy

Upon completion of this course, the student is expected to be able to

### 1. Knowledge and Understanding:

- ✓ Knowledge of the basic concepts of quality management of tourism services.
- ✓ Know the rules of services attended by VIPs.
- ✓ Knowledge of various tourism services and office work etiquette in VIP offices.
- ✓ He realized the importance of studying protocol management.

### 2. Technical Skills:

- ✓ Definition of the Department of Protocol, Etiquette, Protocol and the Art of Protocol.
- ✓ Familiarity with the principles of protocol and etiquette.
- ✓ Identify the conditions that must be met in the process of managing protocol and etiquette.
- ✓ Protocol management is an impeccable professional and personal demeanor.
- ✓ Preparing for events and receiving VIPs.
- ✓ Knowledge of different local and international standards.
- ✓ Learn about the etiquette of telephony with VIPs.
- ✓ The rules of lifting and lowering the world

### 3. Scientific Skills:

- ✓ Analytical, logical and innovative thinking.
- ✓ Using human thinking methods in solving protocol problems and dealing with VIPs.
- ✓ Rules for preparing minutes of meetings and conferences and protocol for organizing meetings and press conferences.
- ✓ Protocol and Etiquette Management Rules for E-mail and Internet Usage.

The compatibility of work ethics and the concepts of protocol management, etiquette and protocol.

Strategy

## 10. Course Structure

| Evaluation Method | Learning Method | Name of Unit or Topic                                        | Required Learning Outcomes                | Hours | The week    |
|-------------------|-----------------|--------------------------------------------------------------|-------------------------------------------|-------|-------------|
| Daily Preparation | Classroom       | Concept and Importance of Tourism Service Quality Management | Concept of Tourism Services               | 3     | First Week  |
| Daily Preparation | Classroom       | Stages of development of tourism services.                   | The Importance of Tourism Services        | 3     | Second Week |
| Daily Preparation | Classroom       | Managing Tourism Services in the Arab Civilization.          | Characteristics of Tourism Services       | 3     | Third Week  |
| Daily Preparation | Classroom       | Tourism Services in the Contemporary World                   | Measuring the quality of tourism services | 3     | Fourth Week |

|                          |                  |                                                                                                                          |                                                                       |          |                            |
|--------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------|----------------------------|
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>The relationship of tourism services with other sciences, in addition to a daily exam with the above information.</b> | <b>Ways to develop tourism services</b>                               | <b>3</b> | <b>Week Five</b>           |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Tourism Services Department</b>                                                                                       | <b>Basics about Tourism Demand</b>                                    | <b>3</b> | <b>Week Six</b>            |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Managing tourism services between science and art with some examples</b>                                              | <b>The concept of tourism demand</b>                                  | <b>3</b> | <b>Week Seven</b>          |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>The idiomatic significance of the term tourism services in the formulation.</b>                                       | <b>Types of Tourism Demand and its Characteristics</b>                | <b>3</b> | <b>Week Eight</b>          |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Pillars of Tourism Services Management on which the Services are Based</b>                                            | <b>Factors Affecting Tourism Demand</b>                               | <b>3</b> | <b>Week Nine</b>           |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Precedence, its types, and how to receive and present the testicles</b>                                               | <b>Tourism Service and its Relationship to Tourism Demand</b>         | <b>3</b> | <b>Week 10</b>             |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Etiquette, protocol and protocol</b>                                                                                  | <b>The role of service quality in increasing tourism demand</b>       | <b>3</b> | <b>The week Eleventh</b>   |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>First Semester Exam</b>                                                                                               | <b>The role of quality of service in informing tourist trends</b>     | <b>3</b> | <b>The week Twelfth</b>    |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Administrative Organization of Tourism Services Department</b>                                                        | <b>The Role of Quality of Service in Stimulating Domestic Tourism</b> | <b>3</b> | <b>The week Thirteenth</b> |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Specializations of the Tourism Services Department</b>                                                                | <b>General Introduction about the Tourist Boat</b>                    | <b>3</b> | <b>The week Fourteenth</b> |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>A Comprehensive Review of the Vocabulary of the First Chapter</b>                                                     | <b>A general review of the vocabulary of the first chapter</b>        | <b>3</b> | <b>The week Fifteenth</b>  |
| <b>Second Semester</b>   |                  |                                                                                                                          |                                                                       |          |                            |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>The subordination of the tourism services department in the administrative system and how to train</b>                | <b>The Origin of the Tourist Boat</b>                                 | <b>3</b> | <b>First Week</b>          |

|                          |                  |                                                                                                                           |                                                                                        |          |                            |
|--------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------|----------------------------|
|                          |                  | <b>workers with modern methods</b>                                                                                        |                                                                                        |          |                            |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>View the most prominent services provided</b>                                                                          | <b>Services provided at the cruise boat</b>                                            | <b>3</b> | <b>Second Week</b>         |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Human behavior, concept and importance, and the importance of the commitment of the caretaker to public allowances</b> | <b>Presentation of the Complex's Organizational Structure and Objectives</b>           | <b>3</b> | <b>Third Week</b>          |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Types of Human Behavior, Determinants of Human Behavior</b>                                                            | <b>The Role of Tourism Services Quality in Achieving Satisfaction</b>                  | <b>3</b> | <b>Fourth Week</b>         |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Precedence between diplomatic missions, etiquette, protocol and protocol</b>                                           | <b>Know your customer</b>                                                              | <b>3</b> | <b>Week Five</b>           |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Types of tourism services, reception, seating, honoring, food and farewell</b>                                         | <b>Customer Concept</b>                                                                | <b>3</b> | <b>The week Sixth</b>      |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Flag Raising Ceremony Raising the National Flag with Foreign Flags</b>                                                 | <b>The importance of customer satisfaction</b>                                         | <b>3</b> | <b>The week Seventh</b>    |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>The concept of emotional and social intelligence for workers and how to develop it</b>                                 | <b>Customer and Quality of Tourism Services</b>                                        | <b>3</b> | <b>The week Eighth</b>     |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Second Semester Exam</b>                                                                                               | <b>Conceptual Framework for the Quality of Tourism Services</b>                        | <b>3</b> | <b>The week Ninth</b>      |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>The Life Cycle of Applying Tourism Services Rules</b>                                                                  | <b>Factors Affecting the Customer's Perceptions of the Quality of Tourism Services</b> | <b>3</b> | <b>The week X</b>          |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Theories of motivation, studied with their pioneers</b>                                                                | <b>Analyzing Customer Satisfaction and its Relationship to Quality</b>                 | <b>3</b> | <b>The week Eleventh</b>   |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Invitations start from the drafting of the invitation card and the diplomatic ways to send it</b>                      | <b>The Strategic Role of Customer Satisfaction and Loyalty in Tourism Quality</b>      | <b>3</b> | <b>The week Twelfth</b>    |
| <b>Daily Preparation</b> | <b>Classroom</b> | <b>Concluding sentences</b>                                                                                               | <b>Introduction to the field of study and tourism service</b>                          | <b>3</b> | <b>The week Thirteenth</b> |

|                                                                                                                                                                                                                                                   |                  |                                                         |                                                         |          |                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------|---------------------------------------------------------|----------|----------------------------|
| <b>Daily Preparation</b>                                                                                                                                                                                                                          | <b>Classroom</b> | <b>Audit and Annual Pursuit Grades</b>                  | <b>Generalities about the tourism service</b>           | <b>3</b> | <b>The week Fourteenth</b> |
| <b>Daily Preparation</b>                                                                                                                                                                                                                          | <b>Classroom</b> | <b>A review of the vocabulary of the second chapter</b> | <b>A review of the vocabulary of the second chapter</b> | <b>3</b> | <b>The week Fifteenth</b>  |
| <b>11. Course Evaluation</b>                                                                                                                                                                                                                      |                  |                                                         |                                                         |          |                            |
| A number of tests are conducted for the student during the first and second semesters, in addition to attendance and participation in the lecture, so that the grades of the Pursuit are set from 40 and the score of the Bahá'í exam is from 60. |                  |                                                         |                                                         |          |                            |
| <b>12. Learning and Teaching Resources</b>                                                                                                                                                                                                        |                  |                                                         |                                                         |          |                            |
| <b>Service Quality Management in Hospitality, Tourism and Leisure Time, edited by Jay Kakanda Mbouli, Connie Mook and Beaver Lee Sparks, edited by Dr. Sorour Ali Ibrahim Sorour, Dar Al-Mareekh Publishing (2007).</b>                           |                  |                                                         |                                                         |          | <b>1</b>                   |
| Electronic resources and websites... etc                                                                                                                                                                                                          |                  |                                                         |                                                         |          | <b>2</b>                   |

**Signature of the professor of the subject      Signature of the head  
of the department**

# Course Description Template

## Phase/III

### Course Description: Management of Tourism Companies and Offices

The course of corporate management is one of the courses of great importance in the Department of Tourism Management, where offices, companies and tourism agencies have become a place for programming, organizing and arranging tourists' trips to tourist attractions, so it has become necessary to manage them according to fixed rules and a

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| Management of Tourism Companies and Offices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                            |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| 56602219                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                            |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |
| ( 2024/2025)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                            |
| 14/6/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                            |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |
| Classroom/Electronic Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                            |
| 3 hours 6 units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                            |
| 3 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                            |
| 6. The name of the course administrator (if more than one name is mentioned                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                            |
| Assoc. Prof. Ali Hassan Hurj Email: alihassanharaj@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                            |
| 7. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |
| At the end of the course, students are expected to have learned the following: <ul style="list-style-type: none"><li>This course aims to introduce students to the important aspects of managing tourism offices and companies, as they are one of the important factors that help the success of the tourism industry in any country. Tourist offices, companies, and agencies have become a place for programming, organizing, and arranging tourist trips to tourist attractions. What distinguishes this course from other studies is the main rules and pillars in the offices of companies and travel agencies, which if used correctly will inevitably lead to a successful tourism industry.</li></ul> | <b>Objectives<br/>Material<br/>Tuition</b> |

| 8. Teaching and Learning Strategy                                                                                                                                  |                 |                                                                                |                                                                                             |          |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------|-------------|
| Using a tablet to explain the material<br>Participation of students in discussions and presentations on the topic<br>Relying on the main reference of the article. |                 |                                                                                |                                                                                             | Strategy |             |
| 9. Course Structure                                                                                                                                                |                 |                                                                                |                                                                                             |          |             |
| Evaluation Method                                                                                                                                                  | Learning Method | Name of Unit or Topic                                                          | Required Learning Outcomes                                                                  | Hours    | The week    |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Tourism & Travel                                                               | Learn about tourism and travel                                                              | 3        | First Week  |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Travel and Tourism Objectives                                                  | Identify tourism and travel goals                                                           | 3        | Second Week |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Reasons for the spread and important progress of the tourism and travel sector | Identify the reasons for the spread and important progress of the tourism and travel sector | 3        | Third Week  |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Advantages of travel in the modern era                                         | Learn about the advantages of travel in the modern era                                      | 3        | Fourth Week |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Factors that help achieve the rapid growth of domestic tourism                 | Identify the factors that help achieve the rapid growth of local tourism                    | 3        | Week Five   |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material                                  | Came            | Global Tourism Trends                                                          | Learn about global tourism trends                                                           | 3        | Week Six    |
| Relying on the model of preparing students for the discussion and assigning                                                                                        | Came            | Travel & Tourism Offices                                                       | Learn about tourism and travel offices                                                      | 3        | Week Seven  |

|                                                                                                                                   |      |                                                                                   |                                                                                                    |   |                     |
|-----------------------------------------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---|---------------------|
| them to explain some paragraphs of the study material                                                                             |      |                                                                                   |                                                                                                    |   |                     |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Skills and competencies that must be available in the staff of the tourism office | Identify the skills and competencies that must be available in the employees of the tourism office | 3 | Week Eight          |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Organizational Structure of the Tourism Office                                    | Familiarize yourself with the organizational structure of the tourism office                       | 3 | Week Nine           |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Travel & Tourism Agencies                                                         | Learn about travel and tourism agencies                                                            | 3 | Week 10             |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | The Historical Development of Travel and Tourism Agencies                         | Learn about the historical development of travel and tourism agencies                              | 3 | The week Eleventh   |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Business of a Travel & Tourism Agent                                              | Learn about the work of a travel and tourism agent                                                 | 3 | The week Twelfth    |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Tourism Companies                                                                 | Meet Tourism Companies                                                                             | 3 | The week Thirteenth |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Business Carried Out by Tourism Companies                                         | Learn about the work done by tourism companies                                                     | 3 | The week Fourteenth |
| Relying on the model of preparing students for the discussion and assigning them to explain some                                  | Came | Relationship of Tourism Companies with Travel Agents                              | Identify the relationship between tourism companies and travel agents                              | 3 | The week Fifteenth  |

|                                                                                                                                          |             |                                                             |                                                                                 |          |                         |
|------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------|---------------------------------------------------------------------------------|----------|-------------------------|
| paragraphs of the study material                                                                                                         |             |                                                             |                                                                                 |          |                         |
| <b>Second Semester</b>                                                                                                                   |             |                                                             |                                                                                 |          |                         |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Difference Between Travel Agent and Tourism Companies       | <b>Learn the difference between a travel agent and tour companies</b>           | <b>3</b> | <b>First Week</b>       |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Administrative and Financial Structure of Tourism Companies | <b>Identify the administrative and financial structure of tourism companies</b> | <b>3</b> | <b>Second Week</b>      |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Customer Relations                                          | <b>Meet customer relationships</b>                                              | <b>3</b> | <b>Third Week</b>       |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Tourist Behavior                                            | <b>Identifying the behavior of the tourist</b>                                  | <b>3</b> | <b>Fourth Week</b>      |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Tourists' Motivations for Travel                            | <b>Identifying Tourists' Motivations for Travel</b>                             | <b>3</b> | <b>Week Five</b>        |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Developing tourist attractions                              | <b>Learn about the development of tourist attractions</b>                       | <b>3</b> | <b>The week Sixth</b>   |
| <b>Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material</b> | <b>Came</b> | Types of Tourist Attractions                                | <b>Learn about the types of tourist attractions</b>                             | <b>3</b> | <b>The week Seventh</b> |
| <b>Relying on the model of preparing students for the discussion and assigning</b>                                                       | <b>Came</b> | Forming a mental image among tourists                       | <b>Identifying the formation of the</b>                                         | <b>3</b> | <b>The week Eighth</b>  |

|                                                                                                                                   |      |                                                  |                                                                                   |   |                     |
|-----------------------------------------------------------------------------------------------------------------------------------|------|--------------------------------------------------|-----------------------------------------------------------------------------------|---|---------------------|
| them to explain some paragraphs of the study material                                                                             |      |                                                  | mental image of tourists                                                          |   |                     |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Global Travel and Tourism Organizations          | Learn about international organizations that are interested in tourism and travel | 3 | The week Ninth      |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | The Importance and Role of International Tourism | Recognizing the importance and role of international tourism                      | 3 | The week X          |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Tourism and the role of the United Nations       | Learn about tourism and the role of the United Nations                            | 3 | The week Eleventh   |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Airline Goals                                    | Identifying the goals of airlines                                                 | 3 | The week Twelfth    |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Benefits of International Tourism Organizations  | Learn about the benefits of international tourism organizations                   | 3 | The week Thirteenth |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | Intergovernmental Organizations                  | Learn about intergovernmental organizations                                       | 3 | The week Fourteenth |
| Relying on the model of preparing students for the discussion and assigning them to explain some paragraphs of the study material | Came | UNWTO Committees                                 | Learn about UNWTO committees                                                      | 3 | The week Fifteenth  |
| 10. Course Evaluation                                                                                                             |      |                                                  |                                                                                   |   |                     |

A number of tests are conducted for the student during the first and second semesters, in addition to attendance and participation in the lecture, so that the grades of the Pursuit are set from 40 and the score of the Bahá'í exam is from 60.

11. Learning and Teaching Resources

|                                                                                                                                                                                              |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>The Book of Offices and Companies of Tourism and Travel Agents, (2009), Authored by Essam Hassan Al-Saeedi, First Edition, Dar Al-Raya for Publishing and Distribution, Amman, Jordan</b> | 1 |
| Electronic resources and websites... etc                                                                                                                                                     | 2 |

**Signature of the professor of the subject      Signature of the head  
of the department**

# Course Description Template

## Phase/III

### Course Description: Travel and Tourism Laws

|                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       |                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|----------------------------|-------|-----------------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       |                                   |
| Tourism and Travel Laws                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       |                                   |
| 56602344                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                         |                 |                       |                            |       |                                   |
| 2024 – 2025                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                                   |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                         |                 |                       |                            |       |                                   |
| Came                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                                   |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                       |                 |                       |                            |       |                                   |
| 6 Hours                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                                   |
| Assistant Lecturer: Kazem Zughir Sabkha                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                                   |
| At the end of the course, students are expected to have learned the following:<br>❖ Knowing what the law is, its types and the grading of legislation.<br>❖ Knowing the meaning of residency, its types and laws, in Iraq and some selected countries.<br>❖ Knowing the meaning of nationality, naturalization, and nationality laws in Iraq and some selected countries.<br>❖ Knowledge of immigration and asylum laws. |                 |                       |                            |       | Objectives<br>Material<br>Tuition |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                        |                 |                       |                            |       |                                   |
| ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       | Strategy                          |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                                   |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                                                        | Learning Method | Name of Unit or Topic | Required Learning Outcomes | Hours | The week                          |

|                     |                                                |                                                                               |  |          |                            |
|---------------------|------------------------------------------------|-------------------------------------------------------------------------------|--|----------|----------------------------|
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | What is the law?                                                              |  | <b>8</b> | <b>First Week</b>          |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Characteristics of the Legal Rule                                             |  | <b>2</b> | <b>Second Week</b>         |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Branches of Law and Legislation                                               |  | <b>2</b> | <b>Third Week</b>          |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | What is travel?                                                               |  | <b>2</b> | <b>Fourth Week</b>         |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | International and regional legal regulation of freedom of travel and movement |  | <b>2</b> | <b>Week Five</b>           |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | National legal regulation of freedom of travel and movement                   |  | <b>1</b> | <b>Week Six</b>            |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The concept of residency                                                      |  | <b>1</b> | <b>Week Seven</b>          |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Types of Accommodation                                                        |  | <b>1</b> | <b>Week Eight</b>          |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Residency Requirements                                                        |  | <b>1</b> | <b>Week Nine</b>           |
| <b>Daily exam</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The concept of nationality, naturalization and approaching concepts           |  | <b>1</b> | <b>Week 10</b>             |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Cases of Granting Citizenship to a Foreigner                                  |  | <b>1</b> | <b>The week Eleventh</b>   |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Revocation and revocation of citizenship                                      |  | <b>1</b> | <b>The week Twelfth</b>    |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Passport Concept                                                              |  | <b>1</b> | <b>The week Thirteenth</b> |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Types of Passport                                                             |  | <b>1</b> | <b>The week Fourteenth</b> |
| <b>Monthly exam</b> | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The crime of passport forgery                                                 |  |          | <b>The week Fifteenth</b>  |
| <b>Chapter Two</b>  |                                                |                                                                               |  |          |                            |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The meaning of travel ban                                                     |  | <b>2</b> | <b>First Week</b>          |
| <b>discussion</b>   | ❖ The lecture.                                 | Legal basis for travel bans                                                   |  | <b>2</b> | <b>Second Week</b>         |

|                     |                                                |                                          |  |          |                            |
|---------------------|------------------------------------------------|------------------------------------------|--|----------|----------------------------|
|                     | ❖ Discussion.<br>❖ Mind Maps                   |                                          |  |          |                            |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Implications of the travel ban           |  | <b>1</b> | <b>Third Week</b>          |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | The Concept of Foreigners                |  | <b>1</b> | <b>Fourth Week</b>         |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Legal status of foreigners               |  | <b>1</b> | <b>Week Five</b>           |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Rights and Duties of Foreigners          |  | <b>2</b> | <b>The week Sixth</b>      |
| <b>discussion</b>   | ❖ The lecture.<br>❖ Discussion.<br>❖ Mind Maps | Entry Visas                              |  | <b>2</b> | <b>The week Seventh</b>    |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>❖ Mind Maps      | Types of entry visas                     |  | <b>2</b> | <b>The week Eighth</b>     |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Legal Regulation of Entry Visas          |  | <b>1</b> | <b>The week Ninth</b>      |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | What is the deportation decision?        |  |          | <b>The week X</b>          |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Legal Regulation of Deportation Decision |  |          | <b>The week Eleventh</b>   |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Effects of the deportation decision      |  |          | <b>The week Twelfth</b>    |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Meaning of Hijrah                        |  |          | <b>The week Thirteenth</b> |
| <b>discussion</b>   | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Types of migration                       |  |          | <b>The week Fourteenth</b> |
| <b>Monthly exam</b> | ❖ Lecture<br>❖ Discussion.<br>Mind Maps        | Legal Regulation of Immigration          |  |          | <b>The week Fifteenth</b>  |

## 11. Course Evaluation

Annual Pursuit 40% Final Exam 60%

## 12. Learning and Teaching Resources

Abdul Baqi Al-Bakri and Zuhair Bashir, Introduction to the Study of Law, Law Library, Baghdad, 1st Edition, 2019.

|                                                                                                                                                                                                              |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Abd al-Razzaq Ahmed al-Sanhouri and Ahmed Heshmat Abu Sheet, The Principles of Law or the Introduction to the Study of Law, Committee for Authorship, Translation and Publication, Cairo, 1st edition, 1950. | 2 |
| Robert Alexey, Philosophy of Law: The Concept of Law and its Validity, translated: Kamel Farid Al-Salek, Al-Halabi Human Rights Publications, Beirut, 2nd edition, 2013, p. 42.                              | 3 |
| Amjad Hassan Al-Azzam, and Omar Jawabra Al-Malkawi, Tourism and Hotel Legislation, Al-Warraq Publishing and Distribution, Amman, 1st edition, 2009, pp. 14-15.                                               | 4 |
| Iraqi Foreigners Residence Law No. (76) of 2017.                                                                                                                                                             | 5 |
| Foreigners' Residence in the UAE Law No. (29) of 2021.                                                                                                                                                       | 6 |

**Signature of the professor of the subject      Signature of the head  
of the department**

# Course Description Template

## Phase/III

### Course Description: Project Management

**Project Management is a course that examines the basic principles and methods for planning, executing, and successfully following up on projects. It aims to provide the student with the knowledge and skills necessary to manage resources (e.g., time, money, and labor)**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |
| Tourism Project Management                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |
| 56602346                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |
| Classrooms                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |
| 3 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |
| 7. Course Administrator Name                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |
| Name: Eng. Ahmed Taha Hamid Email: Ahmed_taha@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |
| <ul style="list-style-type: none"><li>• Understanding the concept of a tourism project</li><li>• Distinguishing between the stages of the life cycle of a tourism project</li><li>• Developing planning and management skills</li><li>• Learn about modern tools and technologies</li><li>• Economic Feasibility Analysis of Tourism Projects</li><li>• Developing Problem-Solving and Decision-Making Capabilities</li><li>• Achieving sustainability in tourism projects</li></ul> | <b>Course Objectives</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |
| <ul style="list-style-type: none"><li>• <b>Project-based learning</b> that applies practical real-life skills Planning, Budgeting, Feasibility Study, Marketing</li><li>• <b>Brainstorm Explore</b> tourism project ideas and generate solutions to potential problems</li><li>• <b>Collaborative Learning:</b> Students work in groups to prepare a feasibility study or analyze local and international projects.</li></ul>                                                        | <b>Strategy</b>          |

| <ul style="list-style-type: none"> <li>• <b>Case Study:</b> Analyzing Successful or Failed Tourism Projects and Identifying the Reasons for Success or Failure</li> <li>• <b>Problem-Based Learning</b></li> <li>• <b>Presentations and Discussions</b></li> </ul> |                              |                                                                |                                                                 |              |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|--------------|----------------------------|
| <b>10. Course Structure</b>                                                                                                                                                                                                                                        |                              |                                                                |                                                                 |              |                            |
| <b>Evaluation Method</b>                                                                                                                                                                                                                                           | <b>Learning Method</b>       | <b>Name of Unit or Topic</b>                                   | <b>Required Learning Outcomes</b>                               | <b>Hours</b> | <b>The week</b>            |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>Lecture Explanation</b>   | <b>Project Concept</b>                                         | <b>The student should understand the concept of the project</b> | <b>3</b>     | <b>First Week</b>          |
| <b>Discussion with students</b>                                                                                                                                                                                                                                    | <b>Lecture Explanation</b>   | <b>Project Manager</b>                                         | <b>The student must understand project management</b>           | <b>3</b>     | <b>Second Week</b>         |
| <b>Discussion with questions</b>                                                                                                                                                                                                                                   | <b>Illustrative Examples</b> | <b>Project-specific constraints</b>                            | <b>The student should know the limitations of the project</b>   | <b>3</b>     | <b>Third Week</b>          |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>Lecture Explanation</b>   | <b>Basic Project Management Skills</b>                         | <b>Project Manager Skills</b>                                   | <b>3</b>     | <b>Fourth Week</b>         |
| <b>Discussion with students</b>                                                                                                                                                                                                                                    | <b>explain</b>               | <b>Project Scope and Quality</b>                               | <b>Importance of Project Scope</b>                              | <b>3</b>     | <b>Week Five</b>           |
| <b>discussion</b>                                                                                                                                                                                                                                                  | <b>Video Lecture</b>         | <b>Project Needs</b>                                           | <b>Information on the needs of Project</b>                      | <b>3</b>     | <b>Week Six</b>            |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>explain</b>               | <b>Leadership</b>                                              | <b>The Meaning of Leadership</b>                                |              | <b>Week Seven</b>          |
| <b>discussion</b>                                                                                                                                                                                                                                                  | <b>explain</b>               | <b>The Three Dimensions of Manager Ability</b>                 | <b>Capabilities of the Director</b>                             | <b>3</b>     | <b>Week Eight</b>          |
| <b>discussion</b>                                                                                                                                                                                                                                                  | <b>explain</b>               | <b>Economic feasibility</b>                                    | <b>Meaning of a feasibility study</b>                           | <b>3</b>     | <b>Week Nine</b>           |
| <b>discussion</b>                                                                                                                                                                                                                                                  | <b>explain</b>               | <b>What are the characteristics of economic feasibility?</b>   | <b>Feasibility Characteristics</b>                              | <b>3</b>     | <b>Week 10</b>             |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>explain</b>               | <b>Project Feasibility Study Requirements</b>                  | <b>What are the requirements for a feasibility study?</b>       | <b>3</b>     | <b>The week Eleventh</b>   |
| <b>Daily exam</b>                                                                                                                                                                                                                                                  | <b>explain</b>               | <b>The most important difficulties of a feasibility study</b>  | <b>What are the difficulties of a feasibility study?</b>        | <b>3</b>     | <b>The week Twelfth</b>    |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>explain</b>               | <b>Justifications for the feasibility study of the project</b> | <b>What are the justifications for a feasibility study?</b>     | <b>3</b>     | <b>The week Thirteenth</b> |
| <b>General Questions</b>                                                                                                                                                                                                                                           | <b>explain</b>               | <b>Project discovery resources</b>                             | <b>How the project is selected</b>                              | <b>3</b>     | <b>The week Fourteenth</b> |
| <b>Monthly exam</b>                                                                                                                                                                                                                                                | <b>explain</b>               | <b>Survey Study of Projects</b>                                | <b>What is the Survey Study?</b>                                | <b>3</b>     | <b>The week Fifteenth</b>  |

| Second Semester                                                                                                      |         |                                                |                                                    |   |                     |
|----------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------|----------------------------------------------------|---|---------------------|
| discussion                                                                                                           | explain | The internal environment of the project        | What are the elements of the internal environment? | 3 | First Week          |
| General Questions                                                                                                    | explain | Elements of the project's external environment | What is the external environment of the project?   | 3 | Second Week         |
| discussion                                                                                                           | explain | Detailed Project Study                         | What is the detailed study of the project?         | 3 | Third Week          |
| discussion                                                                                                           | explain | Market study of the project                    | Market Study                                       | 3 | Fourth Week         |
| discussion                                                                                                           | explain | Technical and engineering study of the project | What is the technical and engineering study?       | 3 | Week Five           |
| General Questions                                                                                                    | explain | Project Location                               | How to choose a project site                       | 3 | Week Six            |
| Daily exam                                                                                                           | explain | Internal Project Planning                      | How is the interior layout done                    | 3 | Week Seven          |
| General Questions                                                                                                    | explain | Project Needs Estimation                       | Project Needs                                      | 3 | Week Eight          |
| discussion                                                                                                           | explain | Project Capital Costs                          | What are the capital costs?                        | 3 | Week Nine           |
| discussion                                                                                                           | explain | Primary Working Capital                        | What is the primary capital?                       | 3 | Week 10             |
| discussion                                                                                                           | explain | Financial Study                                | Financial Study                                    | 3 | The week Eleventh   |
| General Questions                                                                                                    | explain | Economic Study of the Project                  | What is the economic study?                        | 3 | The week Twelfth    |
| Daily exam                                                                                                           | explain | Project Risks                                  | What are the risks of the project?                 | 3 | The week Thirteenth |
| General Questions                                                                                                    | explain | Pestel Analysis                                | What is pestel analysis?                           | 3 | The week Fourteenth |
| Monthly exam                                                                                                         | explain | Project Oversight                              | Project Control                                    | 3 | The week Fifteenth  |
| 11. Course Evaluation                                                                                                |         |                                                |                                                    |   |                     |
| Submit a report on the feasibility study of a project of the student's choice + 40% annual effort and 60% final exam |         |                                                |                                                    |   |                     |
| 12. Learning and Teaching Resources                                                                                  |         |                                                |                                                    |   |                     |
| Project Management Book, Methodology and Tools / Authored by Prof. Dr. Raghad Yousef Kabro                           |         |                                                |                                                    |   | 1                   |
| Investment Decision Evaluation Book // Authored by Dr. Talal Kadawi                                                  |         |                                                |                                                    |   | 2                   |
| Fundamentals and Principles of Marketing // Authored by Prof. Dr. Ahmed Mohamed Fahmy Al-Barzanji                    |         |                                                |                                                    |   | 3                   |

**Signature of the professor of the subject    Signature of the head  
of the department**

## Phase/III

## English

### Course Description

The course gives the students the chance to enhance their ability to read and write in English and know the verb tenses and function language.

|                                                                                                                                                                                                                     |                 |                       |                                |          |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|--------------------------------|----------|------------|
| 1. Course Name :                                                                                                                                                                                                    |                 |                       |                                |          |            |
| English                                                                                                                                                                                                             |                 |                       |                                |          |            |
| 2. Course Code                                                                                                                                                                                                      |                 |                       |                                |          |            |
| 56602322                                                                                                                                                                                                            |                 |                       |                                |          |            |
| 3. Semester / Year :                                                                                                                                                                                                |                 |                       |                                |          |            |
| 2023 – 2024                                                                                                                                                                                                         |                 |                       |                                |          |            |
| 4. Date of preparation of this description:                                                                                                                                                                         |                 |                       |                                |          |            |
| 1/ 10 / 2024                                                                                                                                                                                                        |                 |                       |                                |          |            |
| 5. Available Forms of Attendance:                                                                                                                                                                                   |                 |                       |                                |          |            |
| Came                                                                                                                                                                                                                |                 |                       |                                |          |            |
| 6. Number of Hours (Total) Number of Units (Total):                                                                                                                                                                 |                 |                       |                                |          |            |
| 1 Hours                                                                                                                                                                                                             |                 |                       |                                |          |            |
| 7. The name of the course administrator (if more than one name is mentioned                                                                                                                                         |                 |                       |                                |          |            |
| Name: Eng. Muzahim Hussain Mohammed Email:                                                                                                                                                                          |                 |                       |                                |          |            |
| <a href="mailto:muzahimhussein@uomustansiriyah.edu.iq">muzahimhussein@uomustansiriyah.edu.iq</a>                                                                                                                    |                 |                       |                                |          |            |
| 8. Course Objectives                                                                                                                                                                                                |                 |                       |                                |          |            |
| <ul style="list-style-type: none"><li>• Improve your reading skill</li><li>• Developing Writing Skills</li><li>• Mastering grammar and tenses</li><li>• Developing communication and conversation skills.</li></ul> |                 |                       | Course Objectives              |          |            |
| 9. Teaching and Learning Strategy                                                                                                                                                                                   |                 |                       |                                |          |            |
| <ul style="list-style-type: none"><li>• In-person lectures and discussions</li><li>• Daily and monthly exams</li><li>• Student-centered strategy to play the biggest role in the educational process</li></ul>      |                 |                       |                                | Strategy |            |
| 10. Course Structure                                                                                                                                                                                                |                 |                       |                                |          |            |
| Evaluation Method                                                                                                                                                                                                   | Learning Method | Name of Unit or Topic | Required Learning Outcomes     | Hours    | The week   |
| Daily + Monthly                                                                                                                                                                                                     | Came            | Introduction          | Recall of previous information | 3        | First Week |

|                        |      |                                                                    |                                                          |   |               |
|------------------------|------|--------------------------------------------------------------------|----------------------------------------------------------|---|---------------|
| <b>Daily + Monthly</b> | Came | <b>Reading Passage, Exercises</b>                                  | Developing Reading Skills                                | 3 | Second Week   |
| <b>Daily + Monthly</b> | Came | <b>The tense system Simple, continuous, perfect</b>                | Mastering the times                                      | 3 | Third Week    |
| <b>Daily + Monthly</b> | Came | <b>Active and passive/ Been there, done that</b>                   | Recognizing the Unknown and the Known                    | 3 | Fourth Week   |
| <b>Daily + Monthly</b> | Came | <b>Monthly Examination</b>                                         |                                                          | 3 | Week Five     |
| <b>Daily + Monthly</b> | Came | <b>Present perfect simple and continuous</b>                       | Distinguishing between the tenses of the present perfect | 3 | Week Six      |
| <b>Daily + Monthly</b> | Came | <b>Narrative tenses</b>                                            |                                                          | 3 | Week Seven    |
| <b>Daily + Monthly</b> | Came | <b>Reading Passage /Past simple, past continuous, past perfect</b> | Developing reading comprehension skills                  | 3 | Week Eight    |
| <b>Daily + Monthly</b> | Came | <b>Present simple(question, positive, negative)</b>                |                                                          | 3 | Week Nine     |
| <b>Daily + Monthly</b> | Came | <b>Present simple (uses)</b>                                       |                                                          | 3 | Week 10       |
| <b>Daily + Monthly</b> | Came | <b>Have and have got + present continuous</b>                      | Recognize some of the grammatical structures             | 3 | Eleventh Week |
| <b>Daily + Monthly</b> | Came | <b>Past ( negative+ positive)</b>                                  | Mastering the times                                      | 3 | Week 12       |
| <b>Daily + Monthly</b> | Came | <b>Preposition in time expressions</b>                             | Solving exercises involving prepositions                 | 3 | Week 13       |
| <b>Daily + Monthly</b> | Came | <b>Expression of quality</b>                                       | Using quantity expressions                               | 3 | Week 14       |
| <b>Daily + Monthly</b> | Came | <b>Monthly Examination</b>                                         |                                                          | 3 | Week Fifteen  |
| <b>Second Semester</b> |      |                                                                    |                                                          |   |               |
| <b>Daily + Monthly</b> | Came | Compound nouns L lifestyle                                         |                                                          | 3 | First Week    |
| <b>Daily + Monthly</b> | Came | Informal language                                                  |                                                          | 3 | Second Week   |
| <b>Daily + Monthly</b> | Came | Antonyms and synonyms                                              |                                                          | 3 | Third Week    |
| <b>Daily + Monthly</b> | Came | Expressions of quantity                                            |                                                          | 3 | Fourth Week   |
| <b>Daily + Monthly</b> | Came | Social expressions/ great to see you.                              |                                                          | 3 | Week Five     |
| <b>Daily + Monthly</b> | Came | Informal letters / great to see you.                               |                                                          | 3 | Week Six      |

|                                                       |      |                                        |                                        |   |               |
|-------------------------------------------------------|------|----------------------------------------|----------------------------------------|---|---------------|
| <b>Daily + Monthly</b>                                | Came | Future possibilities about your life.  |                                        | 3 | Week Seven    |
| <b>Daily + Monthly</b>                                | Came | Conversations about tourism and hotels |                                        | 3 | Week Eight    |
| <b>Daily + Monthly</b>                                | Came | Adverbs and adjectives                 |                                        | 3 | Week Nine     |
| <b>Daily + Monthly</b>                                | Came | Determiners                            |                                        | 3 | Week 10       |
| <b>Daily + Monthly</b>                                | Came | Modal verbs                            |                                        | 3 | Eleventh Week |
| <b>Daily + Monthly</b>                                | Came | Relative clauses                       |                                        | 3 | Week 12       |
| <b>Daily + Monthly</b>                                | Came | Conditionals                           |                                        | 3 | Week 13       |
| <b>Daily + Monthly</b>                                | Came | Expressions in hotels                  |                                        | 3 | Week 14       |
| <b>Daily + Monthly</b>                                | Came | Monthly exam                           |                                        | 3 | Week Fifteen  |
| <b>11. Course Assessment: Monthly and Final Exams</b> |      |                                        |                                        |   |               |
|                                                       |      |                                        |                                        |   |               |
| <b>12. Learning and Teaching Resources</b>            |      |                                        |                                        |   |               |
| New Headway (Student's Book)<br>Intermediate          |      |                                        | New Headway (WorkBook)<br>Intermediate |   |               |

**Signature of the professor of the subject      Signature of the head of the department**

## Course Description Template

### Stage / IV

### Tourism Legislation

|     |                                                                             |
|-----|-----------------------------------------------------------------------------|
| 36. | Course Name                                                                 |
|     | Tourism Legislation in Iraq                                                 |
| 37. | Course Code                                                                 |
|     |                                                                             |
| 38. | Semester/Year                                                               |
|     | 2024 - 2025                                                                 |
| 39. | Date of preparation of this description                                     |
|     | 1/9/2023                                                                    |
| 40. | Available Forms of Attendance                                               |
|     | Classroom                                                                   |
| 41. | Number of Hours (Total) Number of Units (Total)                             |
|     | Number of Hours ( Total ) ( 60 ) Number of Units ( Total ) ( 120 )          |
| 42. | The name of the course administrator (if more than one name is mentioned)   |
|     | Name : Eng. Samir Mahmoud Jassim Email: samir.mahmud@uomustansiriyah.edu.iq |
| 43. | Course Objectives                                                           |

|                                                                                                                                                                                                                                                                              |                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1. Introduce the student to the nature of legislation in general and tourism legislation in particular in Iraq.<br>2. Identify the laws related to projects for tourism investment<br>3. Identify the rights and duties of the tourist at the local and international levels | <b>Course Objectives</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|

#### 44. Teaching and Learning Strategy

The legislation for the tourism sector in Iraq is to know all the laws and legislations that regulate tourism activity so that it is easy for students to refer to them in practicing their work within the specialization after graduation.

Introducing those who are related to the tourism activity, including officials, students, workers, and tourists in Iraq, to the legislations, laws, regulations and tourism instructions and explaining their role in the progress and development of the tourism activity.

The legislation in the field of tourism in Iraq has been a factor in the development of this vital facility, and the legislator has provided it with all care and opened wide avenues for the private sector to contribute

If the tourism activity in Iraq is under the auspices of the legislator and the state

Strategy

#### 45. Course Structure

| Evaluation Method                                                           | Learning Method                                                              | Name of Unit or Topic                                                          | Required Learning Outcomes                                                                                                | Hours | The week    |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------|-------------|
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Jurisprudence, its sources and the importance of The importance of legislation | The student's knowledge of jurisprudence<br>And its importance as one of the most important sources                       | 2     | First Week  |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Legislation                                                                    | Students' knowledge of the importance of defining legislation as it<br>The most important source in the enactment of laws | 2     | Second Week |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the                            | Characteristics and Advantages of Legislation                                  | Students' knowledge of the importance of                                                                                  | 2     | Third Week  |

|                                                                                    |                                                                              |                                           |                                                                            |   |                 |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------------------------------------------|---|-----------------|
|                                                                                    | Q&A through the discussion                                                   |                                           | legislation as a source<br>The most important thing in making laws         |   |                 |
| <b>The student's understanding and discussion of the subject and giving grades</b> | Through the presentation of the data show and the Q&A through the discussion | Defects of the legislation                | Knowledge of Students<br>Defects of the legislation                        | 2 | Fourth Week     |
| <b>Understanding and discussing the topic and giving grades to students</b>        | Through the presentation of the data show and the Q&A through the discussion | The Constitution is Written Constitutions | Students' knowledge of the constitution<br>Being the Basic Law             | 2 | Week Five       |
| <b>Students' knowledge of exam questions</b>                                       | Through the presentation of the data show and the Q&A through the discussion | First exam                                | Knowledge of exam questions                                                | 2 | Week Six        |
| <b>Understanding and discussing the topic and giving grades to students</b>        | Through the presentation of the data show and the Q&A through the discussion | Legislative and executive branch          | Country Knowledge<br>The Executive Authority and the Legislative Authority | 2 | Week Seven      |
| <b>Understanding and discussing the topic and giving grades to students</b>        | Through the presentation of the data show and the Q&A through the discussion | Judiciary                                 | Knowledge of Students<br>The role of legislation<br>To the Judiciary       | 2 | Week Eight      |
| <b>Understanding and discussing the topic and giving grades to students</b>        | Through the presentation of the data show and the Q&A through the discussion | Tourism Legislation<br>Iraqi              | Students' knowledge of the most important legislation in Iraq              | 2 | Week Nine       |
| <b>Understanding and Discussing Students</b>                                       | Through the presentation of the data show and the Q&A through the discussion | Mid-term exam<br>First                    | Students' knowledge of the questions and the method of Answer              | 2 | Week 10         |
| <b>Understanding and discussing the topic and giving grades to students</b>        | Through the presentation of the data show and the Q&A through the discussion | First and Second Legislation              | Students' knowledge of the most important legislation in Iraq              | 2 | Week One ten    |
| <b>Understanding and discussing the</b>                                            | Through the presentation of the data show and the                            | Third Legislation                         | Students' knowledge of the                                                 | 2 | Second Week ten |

|                                                                             |                                                                              |                                                                                            |                                                                                              |   |                    |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---|--------------------|
| <b>topic and giving grades to students</b>                                  | Q&A through the discussion                                                   |                                                                                            | most important legislation in Iraq                                                           |   |                    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Fourth Legislation                                                                         | Students' knowledge of the most important legislation in Iraq                                | 2 | Third Week ten     |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Fifth Legislation                                                                          | Students' knowledge of the most important legislation in Iraq                                | 2 | Fourth Week ten    |
| <b>Giving the grades of the first semester</b>                              | Through the presentation of the data show and the Q&A through the discussion | End of Semester Exam                                                                       | examination                                                                                  | 2 | Week Five ten      |
| <b>Second Semester</b>                                                      |                                                                              |                                                                                            |                                                                                              |   |                    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Rules & Instructions issued by the association International Hotels                        | Students' knowledge of grammar Instructions issued From the International Society For hotels | 2 | The week The first |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Allowing hotel access Guest Rights Guest Obligations                                       | Students' knowledge of grammar Instructions issued From the International Society For hotels | 2 | Second Week        |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Advance booking Conditions of reservation and duration of stay All-inclusive accommodation | Students' knowledge of grammar Instructions issued From the International Society For hotels | 2 | Third Week         |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Termination of the contract Liability for the needs of Guest and his property              | Students' knowledge of grammar Instructions issued From the International Society            | 2 | Fourth Week        |

|                                                                             |                                                                              |                                                                                                                                 |                                                                                                 |   |                 |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---|-----------------|
|                                                                             |                                                                              |                                                                                                                                 | For hotels                                                                                      |   |                 |
| <b>Students' Discussion on the Mechanism of Answering</b>                   | Through the presentation of the data show and the Q&A through the discussion | First Exam for Second Semester                                                                                                  | Students' knowledge of the Writing in the exam                                                  | 2 | Week Five       |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Account Payment<br>Reservation for non-payment of account<br>Gratuities vs. Services<br>Missing things in the hotel Deaths      | Students' knowledge of grammar<br>Instructions issued From the International Society For hotels | 2 | Week Six        |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Definition of Tourism<br>Legislation and Laws<br>Organization for Tourism Activity                                              | Knowledge of Students Tourism Legislation                                                       | 2 | Week Seven      |
| <b>Discussing students and giving grades</b>                                | Through the presentation of the data show and the Q&A through the discussion | Laws Governing Tourism Services and Activities<br>International laws and agreements between Iraq and the countries of the world | Students' knowledge of the laws and international conventions                                   | 2 | Week Eight      |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | Tourist's Rights                                                                                                                | Knowledge of Students<br>What are the rights of the tourist?                                    | 2 | Week Nine       |
| <b>Students' understanding of the answer method</b>                         | Through the presentation of the data show and the Q&A through the discussion | Mid-term exam Second                                                                                                            | Students' knowledge of Answer and Writing Method<br>In the exam paper                           | 2 | Week 10         |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | World Code of Ethics<br>Tourism for Responsible Tourism                                                                         | Students' knowledge of paragraphs<br>Global Blog For responsible tourism                        | 2 | Week One ten    |
| <b>Understanding and discussing the topic and giving grades to students</b> | Through the presentation of the data show and the Q&A through the discussion | The contribution of tourism to mutual understanding                                                                             | Knowing the role of tourism in understanding between countries                                  | 2 | Second Week ten |

|                                                                                         |                                                                                          |                                                       |                                                                                   |   |                       |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------|---|-----------------------|
|                                                                                         |                                                                                          | and respect<br>between peoples                        |                                                                                   |   |                       |
| <b>Understanding<br/>and discussing the<br/>topic and giving<br/>grades to students</b> | Through the<br>presentation of the<br>data show and the<br>Q&A through the<br>discussion | Tourism as a tool<br>for sophistication<br>Individual | Knowing the role<br>of<br>Tourism with<br>individual<br>sophistication            | 2 | Third Week<br>ten     |
| <b>Understanding<br/>and discussing the<br/>topic and giving<br/>grades to students</b> | Through the<br>presentation of the<br>data show and the<br>Q&A through the<br>discussion | Tourism as a user<br>Human and<br>Cultural Heritage   | The role of<br>tourism in<br>Knowing the<br>importance of<br>heritage<br>Cultural | 2 | Fourth<br>Week<br>ten |
| <b>Students'<br/>understanding of<br/>the answer<br/>mechanism</b>                      | Through the<br>presentation of the<br>data show and the<br>Q&A through the<br>discussion | End of Semester<br>Exam                               | Knowledge of the<br>exam<br>The last for the<br>second semester                   | 2 | Week Five<br>ten      |

#### 46. Course Evaluation

The first semester is three exams, each exam (5 marks) and (5) activity and attendance grades to become the semester grade (20 marks).

Second semester: three exams, each exam (5 marks) and (5) grades of activity and attendance to become the grade of the semester (20 marks).

The total grades of the two semesters (40 marks)

Final Exam (60 marks)

#### 47. Learning and Teaching Resources

|                                                                              |                                                                               |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Hotel and Tourism Companies, Cairo, Dar Al-Fikr Al-Arabi, 1st Edition, 2014. | Dr. Howaida Mohamed Abdel Moneim ,<br>Laws and Decisions of the Tourist Uncle |
| Baghdad , House of Books and Documents , 2nd Edition , 2013                  | Sabah Sadiq Jaafar Al-Anbari, Encyclopedia<br>of Iraqi Laws,.                 |
| , Jordan, Dar Al-Yazouri Publishing, 2013.                                   | Dr. Naeem Al-Zaher et al. , Tourism<br>Legislation                            |
| Amman, Safaa Publishing and Distribution, 1st Edition, 2000.                 | Manal Abdel Moneim Makiya Tourism<br>Legislation and Principles ,             |

**Subject Instructor Signature of the Head of the Department**  
**M M Samir Mahmoud Jassim**



# Course Description Template

Stage / IV

## Course Description Crisis Management

**It is a course that aims to provide the student with the necessary knowledge and skills to deal with crises and emergency situations that may face**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|----------------------------|-------|--------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                          |
| Crisis Management                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                          |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                       |                            |       |                          |
| 56602338                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                       |                            |       |                          |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                          |
| 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                          |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                          |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                          |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                          |
| Classrooms                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                          |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                       |                            |       |                          |
| Two hours                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                          |
| 7. The name of the course administrator (if more than one name is mentioned )                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                          |
| Name : Assoc. Prof. Dr. Dina Hamed Gamal Email : <a href="mailto:Tree.sh2007@uomustansiriyah.edu.iq">Tree.sh2007@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                   |                 |                       |                            |       |                          |
| Name : Assoc. Prof. Dr. Suha Aziz Jaaz Email : <a href="mailto:Suha.eaziz@uomustansiriyah.edu.iq">Suha.eaziz@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                       |                 |                       |                            |       |                          |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       |                          |
| <ul style="list-style-type: none"> <li>Identify the origin and development of the crisis, its concept, its elements, and the factors that hinder its early detection, as well as introduce the student to the stages of crises and concepts related to the concept of crisis, the importance of crisis management, the characteristics of organizations prepared for the crisis, and knowledge of public relations in the face of the crisis.</li> </ul>      |                 |                       |                            |       | <b>Course Objectives</b> |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                          |
| <p>Introducing the student to the concept of the crisis, its basic elements, characteristics, stages, and importance, and how to build and train the crisis management team, as well as identifying the crisis research and forecasting methodology, such as the historical-descriptive curriculum, case study, and knowledge of the necessary basic tools, which includes the operations room, communications, and the necessary means to move and move.</p> |                 |                       |                            |       | <b>Strategy</b>          |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                       |                            |       |                          |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                                                                                             | Learning Method | Name of Unit or Topic | Required Learning Outcomes | Hours | The week                 |

|                                               |                        |                                                                                                         |  |           |                       |
|-----------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------|--|-----------|-----------------------|
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Background on crises and their concept                                                                  |  | Two hours | The week<br>The first |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Types and Tasks of the Crisis Management Team                                                           |  | Two hours | Second Week           |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Areas and Requirements of Crisis Management                                                             |  | Two hours | Third Week            |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | The most famous industrial crises and stages of the crisis                                              |  | Two hours | Fourth Week           |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Decision Features, Management Attitudes and Administrative Process Addressing the crisis                |  | Two hours | Week Five             |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Requirements for Dealing with Crises in the Planning Phase                                              |  | Two hours | Week Six              |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | General Principles and Guidelines on Crises Crisis Management Team                                      |  | Two hours | Week Seven            |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | General Principles and Guidelines on Crises Crisis Management Team                                      |  | Two hours | Week Eight            |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Motivating men in times of crisis, knowing their qualities and how to Preparing them to face the crisis |  | Two hours | Week Nine             |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Conditions for managing the crisis                                                                      |  | Two hours | Week 10               |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Effects of the Crisis on Management                                                                     |  | Two hours | Eleventh Week         |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Administrative Process and Crisis Management                                                            |  | Two hours | Week 12               |

|                                               |                        |                                                                                                                     |  |           |              |
|-----------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------------------|--|-----------|--------------|
| <b>Exams, Class Participation, Attendance</b> | The board and the book | General Conditions for Selecting a Crisis Management Team                                                           |  | Two hours | Week 13      |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Stages of the Crisis Management Team                                                                                |  | Two hours | Week 14      |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | First Semester Exam                                                                                                 |  | Two hours | Week Fifteen |
| <b>Second Semester</b>                        |                        |                                                                                                                     |  |           |              |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Leader-Relationship and Crisis Management and Communication During and After the Crisis                             |  | Two hours | First Week   |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | A holistic view of the crisis                                                                                       |  | Two hours | Second Week  |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Revisiting Early Warning Signs and Spotlights On the axes of the crisis                                             |  | Two hours | Third Week   |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Causes of the crisis and the collapse of the parties to the crisis, the factors of achievement in Crisis Management |  | Two hours | Fourth Week  |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Quantitative Methods and Tools in Crisis Management                                                                 |  | Two hours | Week Five    |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Research Methods in Crisis Management                                                                               |  | Two hours | Week Six     |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | The Concept of Public Relations and Its Characteristics                                                             |  | Two hours | Week Seven   |
| <b>Exams, Class Participation, Attendance</b> | The board and the book | Public Relations Objectives and Types of Public Relations Programs in Confronting the crisis                        |  | Two hours | Week Eight   |

|                                                                                                                             |                        |                                                                                             |  |           |               |
|-----------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------|--|-----------|---------------|
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | Public Relations in the Face of the Crisis                                                  |  | Two hours | Week Nine     |
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | Personal characteristics that must be present in the list Considering Public Relations      |  | Two hours | Week 10       |
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | Skills and qualities that should be available in men Public Relations in the Face of Crises |  | Two hours | Eleventh Week |
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | Public Relations Plan in the Face of the Crisis                                             |  | Two hours | Week 12       |
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | Things that PR people should repeat During the crisis                                       |  | Two hours | Week 13       |
| <b>Exams, Class Participation, Attendance</b>                                                                               | The board and the book | End of Second Semester Exam                                                                 |  | Two hours | Week 14       |
|                                                                                                                             |                        |                                                                                             |  |           | Week Fifteen  |
| <b>11. Course Evaluation</b>                                                                                                |                        |                                                                                             |  |           |               |
| Oral and Monthly Exams and Attendance                                                                                       |                        |                                                                                             |  |           |               |
| <b>12. Learning and Teaching Resources</b>                                                                                  |                        |                                                                                             |  |           |               |
| Dr. Yousef Ahmed Abu Fara (2009) Crisis Management (Integrated Approach), Ithra Publishing and Distribution, Amman, Jordan. |                        |                                                                                             |  |           |               |
| Dr. Zaid Munir Abboud (2009) Crisis Management, Kunooz Publishing and Distribution House, Amman, Jordan.                    |                        |                                                                                             |  |           |               |

**Subject Instructor Signature of the Head of the Department**

# Course Description Template

## Stage / IV

### Scientific Research Methods

#### Course Description

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |
| Methods of Writing Scientific Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                 |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                 |
| 3. Chapter/                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                 |
| Year 2024 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                 |
| 1/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                 |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                 |
| Classrooms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                 |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                 |
| 60 hours 30×2/a) Number of units (6)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                 |
| 7. The name of the course administrator (if more than one name is mentioned                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                 |
| Name: Hassan Motasher Maleh Email: hasan.mutashar@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                 |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                 |
| <p><b>General Objectives</b></p> <ul style="list-style-type: none"> <li>. Enhance research writing skills.</li> <li>. Understanding scientific research methods.</li> <li>. Enhance the ability to design and implement research.</li> <li>. Enhance analytical and critical skills.</li> </ul> <p><b>Specific Goals</b></p> <ul style="list-style-type: none"> <li>. Learn scientific research methods.</li> <li>. Understand the types of scientific research.</li> <li>. Learn how to design research.</li> <li>. Learn how to write a research.</li> <li>. Learn how to evaluate research.</li> <li>. Learn how to analyze data.</li> <li>. Learn how to deliver results.</li> <li>. Learn how to write summaries and summaries.</li> </ul> <p><b>Career Goals</b></p> <ul style="list-style-type: none"> <li>. Developing scientific research skills.</li> <li>. Enhancing the capacity for scientific dissemination.</li> <li>. Enhance the ability to evaluate research.</li> <li>. Enhance the ability to design research.</li> <li>. Enhance analytical and critical skills.</li> </ul> | <p><b>Course Objectives</b></p> |

|                                                                                                                                                                                                                                                                                 |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Research Objectives</b> <ul style="list-style-type: none"> <li>. Conducting scientific research.</li> <li>. Developing research methods.</li> <li>. Evaluation of scientific research.</li> <li>. Research Data Analysis.</li> <li>. Presenting research results.</li> </ul> |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## 9. Teaching and Learning Strategy

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Learning and Teaching Strategy:</b><br><b>Strategy Objectives</b> <ul style="list-style-type: none"> <li>. Enhance the quality of learning.</li> <li>. Improving students' skills.</li> <li>. Promote innovation and creative thinking.</li> </ul> <b>Education Strategies</b> <ul style="list-style-type: none"> <li>. Project-based learning.</li> <li>. Collaborative learning.</li> <li>. E-learning.</li> <li>. Self-Paced Learning.</li> </ul> <b>Educational Technologies</b> <ul style="list-style-type: none"> <li>. Interactive lectures.</li> <li>. Group discussions.</li> <li>. Presentations.</li> <li>. Practical exercises.</li> </ul> | Strategy |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

## 10. Course Structure

| Evaluation Method                                                                                  | Learning Method                                                              | Name of Unit or Topic                                                  | Required Learning Outcomes                                                                                            | Hours      | The week    |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------|-------------|
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | What is scientific research?                                           | Knowledge of the student in research with the concept of scientific research                                          | <b>II.</b> | First Week  |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Types of Communication Means for Writing Scientific Papers.            | Student's knowledge of the types of communication means for writing scientific research                               | II.        | Second Week |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Prior knowledge of information sources for writing scientific research | Knowledge of the student with prior knowledge of the sources and information that help in writing scientific research | <b>II.</b> | Third Week  |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | The benefit of reading research in the discipline                      | Knowledge of the student of the benefit of reading scientific research                                                | <b>II.</b> | Fourth Week |

|                                                                                                    |                                                                              |                                                                     |                                                                                                                |            |               |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------|---------------|
|                                                                                                    |                                                                              |                                                                     | in the field of specialization                                                                                 |            |               |
| <b>5 degrees</b>                                                                                   | Through the presentation of the data show and the Q&A through the discussion | <b>First Test</b>                                                   | The extent of the student's awareness and understanding of the topics.                                         | <b>II.</b> | Week Five     |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Types of Scientific Papers                                          | Introducing the student to the types of scientific papers                                                      | <b>II.</b> | Week Six      |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | The most important duties and points to be adhered to while writing | Identify and understand the student with the most important duties and points that he commits to while writing | <b>II.</b> | Week Seven    |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Stages of Writing a Scientific Research                             | Identify the student with the stages of writing a scientific research                                          | <b>II.</b> | Week Eight    |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Preparation Phase                                                   | Introducing the student to the preparation stage for writing                                                   | <b>II.</b> | Week Nine     |
| <b>5 degrees</b>                                                                                   | Through the presentation of the data show and the Q&A through the discussion | <b>Second test</b>                                                  | Identify the extent of student understanding                                                                   | <b>II.</b> | Week 10       |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Writing Stage                                                       | Knowledge of the student writing stage                                                                         | <b>II.</b> | Eleventh Week |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Collecting research data                                            | Define the student how to collect data                                                                         | <b>II.</b> | Week 12       |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Writing the initial form of the draft research                      | Knowledge of the student how to write the initial form of the research                                         | <b>II.</b> | Week 13       |

|                                                                                                    |                                                                              |                                                                                 |                                                                                                    |            |              |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------|--------------|
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Structural Structure of Research                                                | Student's knowledge of the structural structure of the research                                    | <b>II.</b> | Week 14      |
| <b>5 degrees</b>                                                                                   | Written in person                                                            | <b>Third Test</b>                                                               | The extent of the student's awareness and understanding of the previous topics                     | <b>II.</b> | Week Fifteen |
| <b>Second Semester</b>                                                                             |                                                                              |                                                                                 |                                                                                                    |            |              |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Title Writing and Maintenance                                                   | Knowledge of the student's writing and maintenance of the address                                  | <b>II.</b> | First Week   |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Research Methodology                                                            | Student Definition of Research Methodology                                                         | <b>II.</b> | Second Week  |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Formulating and selecting a scientific research problem                         | Knowledge of the student on how to formulate the problem for research                              | <b>II.</b> | Third Week   |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Research Hypotheses                                                             | Introduce the student to how to write research hypotheses                                          | <b>II.</b> | Fourth Week  |
| <b>5 degrees</b>                                                                                   | Written in person                                                            | <b>First Test</b>                                                               | The extent of the student's awareness and understanding of the previous topics                     | <b>II.</b> | Week Five    |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | How to formulate the objectives and importance of the research                  | Knowledge of the student how to write the objectives and importance of the research                | <b>II.</b> | Week Six     |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Data Collection Methods and Eight and Spatial Boundaries of Scientific Research | Introducing the student to the methods of data collection The eight limits of research and spatial | <b>II.</b> | Week Seven   |

|                                                                                                    |                                                                              |                                           |                                                                                           |            |               |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------------------------------------|------------|---------------|
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Presentation and discussion of results    | Knowledge of the student on how to present and discuss the results                        | <b>II.</b> | Week Eight    |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Conclusions and Recommendations           | Introducing the student to how to draw conclusions and recommendations.                   | <b>II.</b> | Week Nine     |
| <b>5 degrees</b>                                                                                   | Written in person                                                            | <b>Second test</b>                        | The extent of the student's awareness and understanding of the previous topics            | <b>II.</b> | Week 10       |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Suggestions and Recommendations           | Introducing the student to how to formulate proposals and recommendations                 | <b>II.</b> | Eleventh Week |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Writing Sources and References            | Knowledge of the student on how to write sources and references                           | <b>2</b>   | Week 12       |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Appendices, Files & Ancillary Information | Knowledge of the student how to write and add appendices, auxiliary information and files | <b>2</b>   | Week 13       |
| <b>Understand and discuss the subject and give the student grades customized for this purpose.</b> | Through the presentation of the data show and the Q&A through the discussion | Writing the Introduction and Text         | Knowledge of the student how to write the introduction and the body                       | <b>2</b>   | Week 14       |
| <b>5 degrees</b>                                                                                   | Written in person                                                            | <b>Third Test</b>                         | The extent of the student's awareness and understanding of the previous topics            | <b>2</b>   | Week Fifteen  |

## 11. Course Evaluation

**The first semester is three exams, each exam (5 marks) and (5) grades of activity and attendance grades to become the semester grade (20 marks).**

**Second semester: three exams, each exam (5 marks) and (5) grades of activity and attendance to become the grade of the semester (20 marks).**

**The total grades of the two semesters (40 marks)**

**The final exam is the discussion of the student's research from (60 marks).**

## **12. Learning and Teaching Resources**

**. Kremer, D. (2018). Scientific Research Methods: A Practical Guide for Students and Researchers. Translation: Dr. Muhammad Ali Al-Hajj. Publishing House: Dar Al-Fikr.**

**. Fowler, J., & Briggs, A. (2018). Scientific Research: Methods and Methods. Translated by: Dr. Abdullah bin Muhammad Al-Haidari. Publishing House: Dar Al-Uloom.**

**Subject Instructor Signature of the Head of the Department**

# Course Description Template

## Stage / IV

### Course Description: Tourism Marketing

This course provides a comprehensive overview of the world of tourism marketing, with a focus on developing innovative marketing strategies to attract tourists to different tourist destinations. They will learn how to analyze the tourism market, design effective marketing campaigns across digital and traditional channels, and

|                                                                                                                                                                                                                                                                                                                                |                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                 |                   |
| Tourism Marketing                                                                                                                                                                                                                                                                                                              |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                 |                   |
| 56601434                                                                                                                                                                                                                                                                                                                       |                   |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                               |                   |
| Semesters I & II / 2024                                                                                                                                                                                                                                                                                                        |                   |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                     |                   |
| 19/ 6 / 2024                                                                                                                                                                                                                                                                                                                   |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                               |                   |
|                                                                                                                                                                                                                                                                                                                                |                   |
| 6. Number of Hours (Total) Number of Units (Total)                                                                                                                                                                                                                                                                             |                   |
| Two hours                                                                                                                                                                                                                                                                                                                      |                   |
| 7. The name of the course administrator (if more than one name is mentioned)                                                                                                                                                                                                                                                   |                   |
| Name : Assoc. Prof. Dr. Muthanna Maan Ibrahim Email: Muthanna.alobaidi@uomustansiriyah.edu.iq<br>Name : Eng. Ream Abdel Wahab Ahmed Email:                                                                                                                                                                                     |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                           |                   |
| <ul style="list-style-type: none"><li>Identify the nature of the core functions of the marketing function.</li><li>How to run a business.</li><li>The nature of the relationship between managers, individuals and guests</li><li>Understand the nature of the characteristics and components of the tourism market.</li></ul> | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                              |                   |
| Introducing the student to the concept of tourism marketing, its basics, and analyzing the markets in order to develop appropriate marketing strategies, relying on approved scientific references, articles, and solid scientific researches, through class discussions and                                                   | Strategy          |

workshops. Students participate in group projects and are assigned to analyze tourism markets to evaluate their performance based on periodic tests and project presentation, as well as to refine their skills by participating in guest lectures and workshops and attending specialized conferences.

## 10. Course Structure

| Evaluation Method                                                 | Learning Method            | Name of Unit or Topic                                                                                                                            | Required Learning Outcomes | Hours | The week              |
|-------------------------------------------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------|-----------------------|
| <b>Exams, class participation, attendance, and report writing</b> | Chalkboard<br>And the book | General Concepts of Traditional, Tourism and Hotel Marketing                                                                                     |                            | 2     | The week<br>The first |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Spreads and Components                                                                                                                           |                            | 2     | Second<br>Week        |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Tourism and Hotel Marketing Policy                                                                                                               |                            | 2     | Third<br>Week         |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Strategic changes within it                                                                                                                      |                            | 2     | Fourth<br>Week        |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | The stages of the development of ideas in the position of tourism and hotel marketing among the administrative functions within the organization |                            | 2     | Week<br>Five          |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Types of Tourism and Hotel Products and their Equivalence                                                                                        |                            | 2     | Week Six              |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Case Study Discussion                                                                                                                            |                            | 2     | Week<br>Seven         |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Characteristics of tourism and hotel products and their equivalence                                                                              |                            | 2     | Week<br>Eight         |
| Exams, class participation, attendance, and report writing        | Chalkboard<br>And the book | Components of the Maslow Amphitheater                                                                                                            |                            | 2     | Week<br>Nine          |

|                                                            |                            |                                                                     |  |   |                  |
|------------------------------------------------------------|----------------------------|---------------------------------------------------------------------|--|---|------------------|
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Guest Behavior                                                      |  | 2 | Week 10          |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Competitive Policy<br>Drawing                                       |  | 2 | Eleventh<br>Week |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Principles of Tourism and<br>Hotel Marketing                        |  | 2 | Week 12          |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Stages of Tourism and<br>Hotel Marketing Planning                   |  | 2 | Week 13          |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Internal and external<br>factors                                    |  | 2 | Week 14          |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | End of Semester Exam                                                |  | 2 | Week<br>Fifteen  |
| <b>Second Semester</b>                                     |                            |                                                                     |  |   |                  |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | General and specific<br>marketing objectives of<br>the organization |  | 2 | First<br>Week    |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Components of the<br>Tourism Marketing Mix<br>(Equation)            |  | 2 | Second<br>Week   |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Product – Price                                                     |  | 2 | Third<br>Week    |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Promotion – Distribution                                            |  | 2 | Fourth<br>Week   |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Community Marketing                                                 |  | 2 | Week<br>Five     |
| Exams, class participation, attendance, and report writing | Chalkboard                 | Product Life Cycle and<br>Entanglement                              |  | 2 | Week Six         |

|                                                            |                            |                                                              |  |   |               |
|------------------------------------------------------------|----------------------------|--------------------------------------------------------------|--|---|---------------|
|                                                            | And the book               |                                                              |  |   |               |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Pricing Strategy                                             |  | 2 | Week Seven    |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Types and Factors Affecting It                               |  | 2 | Week Eight    |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Case Study Discussion                                        |  | 2 | Week Nine     |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Promotion strategy, elements and types                       |  | 2 | Week 10       |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Distribution strategy, components and types                  |  | 2 | Eleventh Week |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | The basic strategies of the tourism and hotel organization   |  | 2 | Week 12       |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Competitive Strategies of the Tourism and Hotel Organization |  | 2 | Week 13       |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | Development Strategies of the Tourism and Hotel Organization |  | 2 | Week 14       |
| Exams, class participation, attendance, and report writing | Chalkboard<br>And the book | End of Semester Exam                                         |  | 2 | Week Fifteen  |

## 11. Course Evaluation

Exams, Class Participation, Attendance, and Report Writing + Annual Pursuit 40% Final Exam 60%

## 12. Learning and Teaching Resources

Tourism and Hotel Marketing / Prof. Dr. Falah Al-Nuaimi / Assoc. Prof. Dr. Louay Latif / 2020

Marketing Fundamentals / Philip Kotler / 2009

**Signature of the professor of the subject   Signature of the head of the  
department**

# Course Description Template

## Stage / IV

### Course Description: English

The course gives the students the chance to enhance their ability to read and write in English and know the verb tenses and function language.

|                                                                                                                                                                                                                       |                 |                            |                                |       |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------|--------------------------------|-------|-------------|
| 1. Course Name :                                                                                                                                                                                                      |                 |                            |                                |       |             |
| English                                                                                                                                                                                                               |                 |                            |                                |       |             |
| 2. Course Code                                                                                                                                                                                                        |                 |                            |                                |       |             |
|                                                                                                                                                                                                                       |                 |                            |                                |       |             |
| 3. Semester / Year :                                                                                                                                                                                                  |                 |                            |                                |       |             |
| 2024-2025                                                                                                                                                                                                             |                 |                            |                                |       |             |
| 4. Date of preparation of this description:                                                                                                                                                                           |                 |                            |                                |       |             |
| 15/9/2025                                                                                                                                                                                                             |                 |                            |                                |       |             |
| 5. Available Forms of Attendance:                                                                                                                                                                                     |                 |                            |                                |       |             |
| Classrooms + Language Lab                                                                                                                                                                                             |                 |                            |                                |       |             |
| 6. Number of Hours (Total) Number of Units (Total):                                                                                                                                                                   |                 |                            |                                |       |             |
| 3 Hours                                                                                                                                                                                                               |                 |                            |                                |       |             |
| 7. The name of the course administrator (if more than one name is mentioned                                                                                                                                           |                 |                            |                                |       |             |
| Name: Eng. Muzahim Hussain Mohammed Email:                                                                                                                                                                            |                 |                            |                                |       |             |
| <a href="mailto:muzahimhussein@uomustansiriyah.edu.iq">muzahimhussein@uomustansiriyah.edu.iq</a>                                                                                                                      |                 |                            |                                |       |             |
| 8. Course Objectives                                                                                                                                                                                                  |                 |                            |                                |       |             |
| <ul style="list-style-type: none"><li>• Improve your reading skill</li><li>• Developing Writing Skills</li><li>• Mastering grammar and tenses</li><li>• Developing communication and conversational skills.</li></ul> |                 |                            | Course Objectives              |       |             |
| 9. Teaching and Learning Strategy                                                                                                                                                                                     |                 |                            |                                |       |             |
| <ul style="list-style-type: none"><li>• In-person lectures and discussions</li><li>• Daily and monthly exams</li><li>• Student-centered strategy to play the biggest role in the educational process</li></ul>        |                 |                            |                                |       | Strategy    |
| 10. Course Structure                                                                                                                                                                                                  |                 |                            |                                |       |             |
| Evaluation Method                                                                                                                                                                                                     | Learning Method | Name of Unit or Topic      | Required Learning Outcomes     | Hours | The week    |
| Daily + Monthly                                                                                                                                                                                                       | Came            | Introduction               | Recall of previous information | 3     | First Week  |
| Daily + Monthly                                                                                                                                                                                                       | Came            | Reading Passage, Exercises | Developing Reading Skills      | 3     | Second Week |

|                        |      |                                                                    |                                                          |   |               |
|------------------------|------|--------------------------------------------------------------------|----------------------------------------------------------|---|---------------|
| <b>Daily + Monthly</b> | Came | <b>The tense system Simple, continuous, perfect</b>                | Mastering the times                                      | 3 | Third Week    |
| <b>Daily + Monthly</b> | Came | <b>Active and passive/ Been there, done that</b>                   | Recognizing the Unknown and the Known                    | 3 | Fourth Week   |
| <b>Daily + Monthly</b> | Came | <b>Monthly Examination</b>                                         |                                                          | 3 | Week Five     |
| <b>Daily + Monthly</b> | Came | <b>Present perfect simple and continuous</b>                       | Distinguishing between the tenses of the present perfect | 3 | Week Six      |
| <b>Daily + Monthly</b> | Came | <b>Narrative tenses</b>                                            |                                                          | 3 | Week Seven    |
| <b>Daily + Monthly</b> | Came | <b>Reading Passage /Past simple, past continuous, past perfect</b> | Developing reading comprehension skills                  | 3 | Week Eight    |
| <b>Daily + Monthly</b> | Came | <b>Present simple(question, positive, negative)</b>                |                                                          | 3 | Week Nine     |
| <b>Daily + Monthly</b> | Came | <b>Present simple (uses)</b>                                       |                                                          | 3 | Week 10       |
| <b>Daily + Monthly</b> | Came | <b>Have and have got + present continuous</b>                      | Recognize some of the grammatical structures             | 3 | Eleventh Week |
| <b>Daily + Monthly</b> | Came | <b>Past ( negative+ positive)</b>                                  | Mastering the times                                      | 3 | Week 12       |
| <b>Daily + Monthly</b> | Came | <b>Preposition in time expressions</b>                             | Solving exercises involving prepositions                 | 3 | Week 13       |
| <b>Daily + Monthly</b> | Came | <b>Expression of quality</b>                                       | Using quantity expressions                               | 3 | Week 14       |
| <b>Daily + Monthly</b> | Came | <b>Monthly Examination</b>                                         |                                                          | 3 | Week Fifteen  |
| <b>Second Semester</b> |      |                                                                    |                                                          |   |               |
| <b>Daily + Monthly</b> | Came | Compound nouns L lifestyle                                         |                                                          | 3 | First Week    |
| <b>Daily + Monthly</b> | Came | Informal language                                                  |                                                          | 3 | Second Week   |
| <b>Daily + Monthly</b> | Came | Antonyms and synonyms                                              |                                                          | 3 | Third Week    |
| <b>Daily + Monthly</b> | Came | Expressions of quantity                                            |                                                          | 3 | Fourth Week   |
| <b>Daily + Monthly</b> | Came | Social expressions/ great to see you.                              |                                                          | 3 | Week Five     |
| <b>Daily + Monthly</b> | Came | Informal letters / great to see you.                               |                                                          | 3 | Week Six      |
| <b>Daily + Monthly</b> | Came | Future possibilities about your life.                              |                                                          | 3 | Week Seven    |

|                                                       |      |                                        |                                                |   |               |
|-------------------------------------------------------|------|----------------------------------------|------------------------------------------------|---|---------------|
| <b>Daily + Monthly</b>                                | Came | Conversations about tourism and hotels |                                                | 3 | Week Eight    |
| <b>Daily + Monthly</b>                                | Came | Adverbs and adjectives                 |                                                | 3 | Week Nine     |
| <b>Daily + Monthly</b>                                | Came | Determiners                            |                                                | 3 | Week 10       |
| <b>Daily + Monthly</b>                                | Came | Modal verbs                            |                                                | 3 | Eleventh Week |
| <b>Daily + Monthly</b>                                | Came | Relative clauses                       |                                                | 3 | Week 12       |
| <b>Daily + Monthly</b>                                | Came | Conditionals                           |                                                | 3 | Week 13       |
| <b>Daily + Monthly</b>                                | Came | Expressions in hotels                  |                                                | 3 | Week 14       |
| <b>Daily + Monthly</b>                                | Came | Monthly exam                           |                                                | 3 | Week Fifteen  |
| <b>11. Course Assessment: Monthly and Final Exams</b> |      |                                        |                                                |   |               |
|                                                       |      |                                        |                                                |   |               |
| <b>12. Learning and Teaching Resources</b>            |      |                                        |                                                |   |               |
| New Headway (Student's Book)<br>Upper- Intermediate   |      |                                        | New Headway (Work Book)<br>Upper- Intermediate |   |               |

**Signature of the professor of the subject      Signature of the head of the  
department**

# Course Description Template

Stage / IV

## Course Description: French

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|----------------------------|-------|-------------------|
| 1. Course Name: French                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
| 3. Semester/Year: 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
| 4. Date of preparation of this description: 24/1/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                       |                            |       |                   |
| 14 / 6 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |                       |                            |       |                   |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
| 6. Number of Hours : 18 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                       |                            |       |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                       |                            |       |                   |
| 7. Course Administrator Name (if more than one name is mentioned):                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                       |                            |       |                   |
| Name: Eng. Ayman Qasim Theban Email: iman.k.thiban@uomustansiriyah.edu.i                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                 |                       |                            |       |                   |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                   |
| <ul style="list-style-type: none"><li>• The student should be able to pronounce French sentences correctly.</li><li>• The student should memorize more vocabulary of the French language</li><li>• The student must be able to translate from French to Arabic</li><li>• See French and European attractions</li></ul>                                                                                                                                                                                                                                                                                                                                             |                 |                       |                            |       | Course Objectives |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |                       |                            |       |                   |
| <p>Use PPTX renderers and audio videos .</p> <ul style="list-style-type: none"><li>- Relying on the model to prepare students to discuss activities and research.</li><li>- Apply the principle of teamwork to participate in classroom activities.</li><li>- Preparation of a simplified research project on tourist sites in France.</li><li>- Making designs of greeting cards and official invitation cards for various holidays and occasions.</li><li>- Making models or photographs of the most important tourist sites in France and displaying them in an exhibition virtually at the end of the academic year as daily activities for students</li></ul> |                 |                       |                            |       | Strategy          |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                       |                            |       |                   |
| Evaluation Method                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Learning Method | Name of Unit or Topic | Required Learning Outcomes | Hours | The week          |

|                                                           |                                                                      |                                                                                      |                                                                                             |          |                                |
|-----------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------|--------------------------------|
| <b>Daily exam,<br/>oral exam and<br/>exercise solving</b> | <b>Presence<br/>with the use<br/>of a<br/>chalkboard<br/>and pen</b> | <b>Module 13:<br/>Explaining and<br/>memorizing words</b>                            | <b>Pronunciation<br/>correctly,<br/>translation<br/>mastery, and<br/>sentence formation</b> | <b>3</b> | <b>First Week</b>              |
|                                                           |                                                                      | <b>Translation of the<br/>conversation</b>                                           |                                                                                             |          | <b>Second<br/>Week</b>         |
|                                                           |                                                                      | <b>Oral exam</b>                                                                     |                                                                                             |          | <b>Third Week</b>              |
|                                                           |                                                                      | <b>Curriculum Vitae:<br/>Explaining, Writing,<br/>and Presenting a<br/>Resume</b>    |                                                                                             |          | <b>Fourth<br/>Week</b>         |
|                                                           |                                                                      | <b>Labor Market: Job<br/>Offers and<br/>Applications</b>                             |                                                                                             |          | <b>Week Five</b>               |
|                                                           |                                                                      | <b>Write and save a job<br/>application</b>                                          |                                                                                             |          | <b>Week Six</b>                |
|                                                           |                                                                      | <b>The Imperfect Past<br/>Tense<br/>(disambiguation)</b>                             |                                                                                             |          | <b>Week Seven</b>              |
|                                                           |                                                                      | <b>Solving Exercises</b>                                                             |                                                                                             |          | <b>Week Eight</b>              |
|                                                           |                                                                      | <b>Daily exam</b>                                                                    |                                                                                             |          | <b>Week Nine</b>               |
|                                                           |                                                                      | <b>Module 15</b>                                                                     |                                                                                             |          | <b>Week 10</b>                 |
|                                                           |                                                                      | <b>Translation of the<br/>Unit</b>                                                   |                                                                                             |          | <b>The week<br/>Eleventh</b>   |
|                                                           |                                                                      | <b>Oral Exam</b>                                                                     |                                                                                             |          | <b>The week<br/>Twelfth</b>    |
|                                                           |                                                                      | <b>Verb conjugation<br/>and sentence<br/>formation</b>                               |                                                                                             |          | <b>The week<br/>Thirteenth</b> |
|                                                           |                                                                      | <b>First Semester Exam</b>                                                           |                                                                                             |          | <b>The week<br/>Fourteenth</b> |
|                                                           |                                                                      | <b>Review</b>                                                                        |                                                                                             |          | <b>The week<br/>Fifteenth</b>  |
| <b>Second Semester</b>                                    |                                                                      |                                                                                      |                                                                                             |          |                                |
|                                                           |                                                                      | <b>Explaining the time<br/>of the near future</b>                                    |                                                                                             |          | <b>First Week</b>              |
|                                                           |                                                                      | <b>Solving Exercises/</b>                                                            |                                                                                             |          | <b>Second<br/>Week</b>         |
|                                                           |                                                                      | <b>Daily exam</b>                                                                    |                                                                                             |          | <b>Third Week</b>              |
|                                                           |                                                                      | <b>Explanation of long<br/>adjectives and their<br/>location in the<br/>sentence</b> |                                                                                             |          | <b>Fourth<br/>Week</b>         |
|                                                           |                                                                      | <b>Daily exam</b>                                                                    |                                                                                             |          | <b>Week Five</b>               |
|                                                           |                                                                      | <b>Explaining the<br/>Cultures of Peoples</b>                                        |                                                                                             |          | <b>Week Six</b>                |

|  |  |                                        |  |  |                      |
|--|--|----------------------------------------|--|--|----------------------|
|  |  | <b>Ticket</b>                          |  |  | <b>Week Seven</b>    |
|  |  | <b>Labor Market</b>                    |  |  | <b>Week Eight</b>    |
|  |  | <b>Daily exam</b>                      |  |  | <b>Week Nine</b>     |
|  |  | <b>Nouns and verbs in French</b>       |  |  | <b>Week 10</b>       |
|  |  | <b>Module 24</b>                       |  |  | <b>Eleventh Week</b> |
|  |  | <b>Oral Exam</b>                       |  |  | <b>Week 12</b>       |
|  |  | <b>Translation of the conversation</b> |  |  | <b>Week 13</b>       |
|  |  | <b>Second Semester Exam</b>            |  |  | <b>Week 14</b>       |
|  |  | <b>Review</b>                          |  |  | <b>Week Fifteen</b>  |

## 11. Course Evaluation

## 12. Learning and Teaching Resources

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <p>1. Annie Monnerie-Goarin, Évelyne Siréjols, <i>Champion 1</i>, Paris : Éditeur CLE International, Nouvelle édition 2001.</p> <p>Suggested sources</p> <ul style="list-style-type: none"> <li>- Sophie CORBEAU, Chantal DUBOIS, Jean-Luc PENFORNIS, <i>Tourisme.com</i>. Paris : CLE International, 2013.</li> <li>- Sophie CORBEAU, Chantal DUBOIS, Jean-Luc PENFORNIS, Laurent SEMICHON, <i>Hôtellerie-restauration.com</i>. Paris : CLE International, 2013.</li> <li>- Aa.Vv., <i>Le français en contexte Hôtellerie et restauration A1/A2 : Méthode de français professionnel</i>, Paris : Maison des langues Éditions, 2017.</li> <li>- Aa.Vv., <i>Le français en contexte, Tourisme A1/A2 : Méthode de français professionnel</i>, Barcelona : Diffusion Centro de Publicacion y Publicaciones de Idiomas, S.L. Édition, 2014.</li> </ul> | 1 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|

**Signature of the professor of the subject      Signature of the head of the department**

# Course Description Template

## Stage / IV

### Course Description: Analysis of Tourist Sites

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1. Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| Tourist Site Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| 2. Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| 56602434                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                           |
| 3. Semester/Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |
| 2024 – 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |
| 4. Date of preparation of this description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |
| 15/9/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |
| 5. Available Forms of Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |
| Classrooms (in-person)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                           |
| 6. Number of Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |
| Two hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |
| 7. Name of Course Supervisor (Eng. Namous Hamid Abed)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |
| Email : <a href="mailto:namus.hamid@uomustansiriyah.edu.iq">namus.hamid@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |
| <ul style="list-style-type: none"><li>• Learn about the difference between geographical location and astronomical location and what is the difference between location and location.</li><li>• How GIS works and what it consists of.</li><li>• Understand the relationship between geographical location and the general climate of the region.</li><li>• The ability to analyze sites and determine whether they are suitable for establishing a tourism project or not.</li></ul>                                                                                                                                                                            | Course Objectives Tuition |
| 9. Teaching and Learning Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |
| The course is concerned with the study of everything related to tourist sites and all the factors and influences associated with them that can have a role in the success or failure of the tourism project, such as plant and animal diversity, climate, population, and others, while the lectures are in the way of interactive participation between the professor and the students, in which the usual whiteboard is used, and when necessary, the projector (Data show) is used, and two tests are conducted in each class to identify the extent to which students benefit from the lectures as well as for the purpose of evaluating their performance. | Strategy                  |
| 10. Course Structure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |

| <b>Evaluation Method</b>                        | <b>Learning Method</b>                    | <b>Name of Unit or Topic</b>                                                      | <b>Required Learning Outcomes</b>                | <b>Hours</b> | <b>The week</b>          |
|-------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------|--------------|--------------------------|
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Tourist Sites: What are Tourist Sites, Definition of Geographical Location</b> | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>First Week</b>        |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The Impact of Geographical Location on Tourism Activity</b>                    | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Second Week</b>       |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Types of tourist sites</b>                                                     | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Third Week</b>        |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>World Heritage Sites in Iraq</b>                                               | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Fourth Week</b>       |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Map and Scale</b>                                                              | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week Five</b>         |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The Importance of Tourist Maps<br/>First Semester Exam</b>                     | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week Six</b>          |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Global Positioning System</b>                                                  | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week Seven</b>        |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Current and Future GPS Uses</b>                                                | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week Eight</b>        |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Benefits of GPS for tourism and recreation</b>                                 | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week Nine</b>         |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The personality of the tourist site and the requirements for choosing it</b>   | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>Week 10</b>           |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Natural and Environmental Characteristics</b>                                  | <b>Gain theoretical knowledge and experience</b> | <b>2</b>     | <b>The week Eleventh</b> |

|                                                 |                                           |                                                                                    |                                                  |          |                            |
|-------------------------------------------------|-------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------|----------|----------------------------|
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Land uses and infrastructure patterns</b>                                       | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Twelfth</b>    |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Socio-economic characteristics of the site and the surrounding areas</b>        | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Thirteenth</b> |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Factors Affecting the Choice of a Tourist Site</b>                              | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Fourteenth</b> |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Requirements for choosing a tourist site<br/>Second Exam First Semester</b>     | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Fifteenth</b>  |
| <b>Second Semester</b>                          |                                           |                                                                                    |                                                  |          |                            |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Spatial distribution of tourism services and activities</b>                     | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>First Week</b>          |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Service Distribution Models</b>                                                 | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>Second Week</b>         |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Communication and relationship within the tourist site</b>                      | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>Third Week</b>          |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Considerations for Planning and Designing a Tourist Website</b>                 | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>Fourth Week</b>         |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Requirements for the development of water bodies sites for tourism purposes</b> | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>Week Five</b>           |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Analysis of the stages of preparing the basic design of the tourist site</b>    | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Sixth</b>      |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Basic Design Specifications</b>                                                 | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Seventh</b>    |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Stages of Preparing the Basic Design<br/>First Exam Second Semester</b>         | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Eighth</b>     |

|                                                 |                                           |                                                                                                               |                                                  |          |                            |
|-------------------------------------------------|-------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------|----------------------------|
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The Role of Tourism in Environmental Conservation</b>                                                      | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Ninth</b>      |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The relationship between tourism and the environment</b>                                                   | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week X</b>          |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Tourist Guidelines for Environmental Conservation</b>                                                      | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Eleventh</b>   |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The necessity of ecotourism</b>                                                                            | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Twelfth</b>    |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Requirements for the development of water bodies sites for tourism purposes</b>                            | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Thirteenth</b> |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>Theories and Methods of Explaining the Development of Tourist Sites</b>                                    | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Fourteenth</b> |
| <b>Attendance, Participation, and Auditions</b> | <b>Interactive Lecture and discussion</b> | <b>The importance of studying the site For Sustainable Tourism Development</b><br>Second Exam Second Semester | <b>Gain theoretical knowledge and experience</b> | <b>2</b> | <b>The week Fifteenth</b>  |

#### 11. Course Evaluation

Daily attendance, class participation, oral and written tests

#### 12. Learning and Teaching Resources

**Barakat Kamel Al-Nahr Al-Muhairat, Tourist Geography, Tourist Regions in the World, Dar Al-Warraq Publishing, 1st Edition, Jordan, 2011**

1

**Jihad Muhammad Qurba, Fundamentals of Thought in Geographical Sciences, College of Social Sciences, um Al-Qura University, 2016**

2

**Dr. Mamdouh Al-Debs, The Concept of Geo-Economic-Human Location, and its Importance as a Factor in Determining the Structure of the Economic Region, its Specialization and the Functions of its Urban Centers (The Syrian Coast Region and its Cities as a Model), Damascus University Journal – Volume 30 – Issue 1+2, 2014**

3



# Course Description Template

## Stage / IV

### Course Description:

The course of organizing tours is one of the important courses in the field of tourism and hospitality, and aims to provide students with the knowledge and skills necessary to organize and manage tourist trips professionally. Here are some of the main points that may be included in the contents of the course:

|                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 1. Course Name                                                    | Organizing tours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
| 2. Course Code                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
| 3. Semester/Year                                                  | 2025-2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| 4. Date of preparation of this description                        | 5 / 7/ 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| 5. Available Forms of Attendance                                  | Came                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| 6. Number of Hours                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
| 7. Course Administrator Name (if more than one name is mentioned) | Eng. Firas Naji Hatem<br>Email : <a href="mailto:firas.n@uomustansiriyah.edu.iq">firas.n@uomustansiriyah.edu.iq</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| 8. Course Objectives                                              | <div><div>1. They are the tourism industry*: Students learn the basics of tourism, including the different types of trips and the importance of economic and cultural tourism</div><div>2. *Develop planning skills*: Learn how to design engaging and comprehensive itineraries that meet the needs and requirements of clients.</div><div>3. *Resource Management*: Learn how to manage human and physical resources effectively to ensure smooth flight execution.</div><div>4. *Market Analysis*: Gain the ability to analyze market trends and identify opportunities and challenges in the tourism sector.</div><div>5. *Customer Service Delivery*: Develop communication and customer service skills to ensure customer satisfaction and build long-term relationships.</div><div>6. *Recognize legal and environmental aspects*: Understand the laws and regulations related to tourism and respect for the environment and local communities during the organization of trips.</div></div> <div>Course Objectives<br/>Tuition</div> |  |
| 9. Teaching and Learning Strategy                                 | <div><div>The main vocabulary of the course of organizing tourist trips is relied on<br/>Using a Smart Whiteboard Model<br/>Relying on the model of preparing students for the discussion and<br/>assigning them to explain some paragraphs of the study material</div><div>Strategy</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
| 10. Course Structure                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |

| <b>Evaluation Method</b> | <b>Learning Method</b> | <b>Name of Unit or Topic</b>                                                                          | <b>Required Learning Outcomes</b>                                                                              | <b>Hours</b> | <b>The week</b>     |
|--------------------------|------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------|---------------------|
|                          | Came                   | The Historical Development of Organizing Tourist Trips                                                | Learn about the historical development of organizing tourist trips                                             | 2            | First Week          |
|                          | Came                   | Tour Operator Concept                                                                                 | Understand the concept of tour operators                                                                       | 2            | Second Week         |
|                          | Came                   | Types of Tour Operators                                                                               | Learn about tour operators                                                                                     | 2            | Third Week          |
|                          | Came                   | Skills and services of tour operators                                                                 | Learn about the skills and services of tour operators                                                          | 2            | Fourth Week         |
|                          | Came                   | Steps by which tourism companies get profits                                                          | Learn about the steps by which tourism companies get profits                                                   | 2            | Week Five           |
|                          | Came                   | Travel Agent                                                                                          | Meet a travel agent                                                                                            | 2            | Week Six            |
|                          | Came                   | The most important work done by a travel agent                                                        | Learn about the most important work done by a travel agent                                                     | 2            | Week Seven          |
|                          | Came                   | Travel Agent Engagement Chart with Carriers                                                           | Learn about the travel agent engagement chart with carriers                                                    | 2            | Week Eight          |
|                          | Came                   | Difference Between Tour Planners and Travel Agents                                                    | Recognize the difference between tour operators and travel agents                                              | 2            | Week Nine           |
|                          | Came                   | Types of Tourist Trips                                                                                | Learn about the types of tourist trips                                                                         | 2            | Week 10             |
|                          | Came                   | The Role of Tourism Companies and Travel Agencies in the Tourism Market                               | Identify the role of tourism companies and travel agencies in the tourism market                               | 2            | The week Eleventh   |
|                          | Came                   | Stages of Touring Marketing                                                                           | Learn about the stages of tourism marketing                                                                    | 2            | The week Twelfth    |
|                          | Came                   | Travel and Tourism Agencies Brokerage Processes                                                       | Learn about the intermediary processes of travel and tourism agencies                                          | 2            | The week Thirteenth |
|                          | Came                   | International Travel and Tourism Agency Organizations                                                 | Learn about international organizations of travel and tourism agencies                                         | 2            | The week Fourteenth |
|                          | Came                   | Some of the procedures followed for making tourist trips                                              | Learn about some of the procedures followed for making tourist trips                                           | 2            | The week Fifteenth  |
| <b>Second Semester</b>   |                        |                                                                                                       |                                                                                                                |              |                     |
|                          | Came                   | How to study the nature of the customer (tourist) of the tourism company, its characteristics and the | Identify how to study the nature of the customer (tourist) of the tourism company, its characteristics and the | 2            | First Week          |

|  |             |                                                                                                    |                                                                                                             |          |                            |
|--|-------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------|----------------------------|
|  |             | <b>factors affecting its behavior</b>                                                              | <b>factors affecting its behavior</b>                                                                       |          |                            |
|  | <b>Came</b> | <b>Characteristics of a tourist who deals with a tourism company</b>                               | <b>Identifying the characteristics of the tourist who deals with the tourism company</b>                    | <b>2</b> | <b>Second Week</b>         |
|  | <b>Came</b> | <b>Factors Affecting Tourist Behavior</b>                                                          | <b>Identifying the factors affecting the behavior of the tourist</b>                                        | <b>2</b> | <b>Third Week</b>          |
|  | <b>Came</b> | <b>Factors Affecting Tourist Behavior</b>                                                          | <b>Identifying the factors affecting the behavior of the tourist</b>                                        | <b>2</b> | <b>Fourth Week</b>         |
|  | <b>Came</b> | <b>Basic classifications of the tourist</b>                                                        | <b>Learn about the basic classifications of the tourist</b>                                                 | <b>2</b> | <b>Week Five</b>           |
|  | <b>Came</b> | <b>Basic classifications of the tourist</b>                                                        | <b>Learn about the basic classifications of the tourist</b>                                                 | <b>2</b> | <b>The week Sixth</b>      |
|  | <b>Came</b> | <b>The stages that the tourist's decision goes through and the factors affecting this decision</b> | <b>Identify the stages that the tourist's decision goes through and the factors affecting this decision</b> | <b>2</b> | <b>The week Seventh</b>    |
|  | <b>Came</b> | <b>The stages that the tourist's decision goes through and the factors affecting this decision</b> | <b>Identify the stages that the tourist's decision goes through and the factors affecting this decision</b> | <b>2</b> | <b>The week Eighth</b>     |
|  | <b>Came</b> | <b>Proposals for the promotion of the country's tourism sector</b>                                 | <b>Identify the proposals for the promotion of the tourism sector in the country</b>                        | <b>2</b> | <b>The week Ninth</b>      |
|  | <b>Came</b> | <b>Proposals for the promotion of the country's tourism sector</b>                                 | <b>Identify the proposals for the promotion of the tourism sector in the country</b>                        | <b>2</b> | <b>The week X</b>          |
|  | <b>Came</b> | <b>The most important English terms used in the tourism sector</b>                                 | <b>Identify the most important English terms used in the tourism sector</b>                                 | <b>2</b> | <b>The week Eleventh</b>   |
|  | <b>Came</b> | <b>The most important English terms used in the tourism sector</b>                                 | <b>Identify the most important English terms used in the tourism sector</b>                                 | <b>2</b> | <b>The week Twelfth</b>    |
|  | <b>Came</b> | <b>Trip experiences and evaluation</b>                                                             | <b>Learn about and evaluate travel experiences</b>                                                          | <b>2</b> | <b>The week Thirteenth</b> |
|  | <b>Came</b> | <b>Trip experiences and evaluation</b>                                                             | <b>Learn about and evaluate travel experiences</b>                                                          | <b>2</b> | <b>The week Fourteenth</b> |
|  | <b>Came</b> | <b>Trip experiences and evaluation</b>                                                             | <b>Learn about and evaluate travel experiences</b>                                                          | <b>2</b> | <b>The week Fifteenth</b>  |

## 11. Course Evaluation

Write here

## 12. Learning and Teaching Resources

|                                                                                                |          |
|------------------------------------------------------------------------------------------------|----------|
| <b>Dr. Mohamed Abdel Fattah Al-Qarni , Management and Organization of Tourist Trips , 2006</b> | <b>1</b> |
| <b>Dr. Abed Abu Rumman, Organizing Tourist Tours, 2002.</b>                                    | <b>2</b> |

**Signature of the professor of the subject      Signature of the head of  
the department**

# Course Description Template

Stage / IV

## Research Methods

### Course Description

**Scientific research is defined as: the means or method that is used to inquire and investigate in an accurate and organized manner, and the aim of which is to discover or develop the facts of**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 1. Course Name:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                            |
| Research Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                            |
| 2. Course Code:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                            |
| 50801406                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                            |
| 3. Semester/Year:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                            |
| annual                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                            |
| 4. Date of preparation of this description:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                            |
| 15/9/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                            |
| 5. Available Forms of Attendance:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                            |
| My presence in the classroom                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| 6. Number of Hours:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                            |
| 60                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |
| 7. Course Administrator Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |
| Name: Assoc. Prof. Asmaa Mohammed Haider      Email: asma20mohmaed2@uomustansiriyah.edu.iq                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            |
| 8. Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                            |
| <b>Course Objectives</b> <ul style="list-style-type: none"><li>• The subject of the research project is one of the ancient curricula adopted in most of the courses of the humanities and scientific colleges, as it aims to introduce the student to the idiomatic concept of scientific research and to identify its methods and methods of adopting them in writing research in general and graduation research in particular, to choose for himself a research method that he adopts in case he tries to create research outside the academic framework. Referring to the sources and formulating conclusions and recommendations and the logical sequence in the transition between topics in a way that serves the assumptions, but in the second half of the year, the student will devote himself fully to applying what he learned in the</li></ul> | <b>Objectives<br/>Material<br/>Tuition</b> |

|                                                                                                                                                                                                                            |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| first course to write the graduation research under the supervision of one of the faculty teachers and under my direct supervision and guidance from me to discuss the completed research at the end of the academic year. |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## 9. Teaching and Learning Strategy

|                                                                                                                                                                                                                                                                                                                                                                                                                                               |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| The strategy of teaching, learning and evaluation in the tourism sector includes providing the optimal graduate to serve the community and depends on transforming the student from the culture of memorization and indoctrination to the culture of creativity and innovation, and from the culture of consumption and dependence on others to the culture of production and self-reliance, and from limited education to lifelong learning. | Strategy |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|

## 10. Course Structure

| Evaluation Method        | Learning Method                                     | Name of Unit or Topic                             | Required Learning Outcomes                                                                                                                                                                                                                  | Hours | The week    |
|--------------------------|-----------------------------------------------------|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------|
| Questions and discussion | theoretical                                         | The Concept and Importance of Scientific Research | The student will learn about multiple concepts of different points of view, as well as the importance of research for my science and the benefits and achievements that have been achieved for humanity as a result of scientific research. | 2     | First Week  |
| Questions and discussion | The lecture and questions at the end of the lecture | Characteristics and Areas of Research Scientific  | Scientific research is characterized by a set of basic characteristics that must be present in order for scientific research to achieve its purposes                                                                                        | 2     | Second Week |
| Questions and discussion | theoretical                                         | Scientific Research Methods                       | Through it, the student will learn how to study the appropriate quantity or scientific procedures by which phenomena are studied to reveal their truth                                                                                      | 2     | Third Week  |
| Questions and discussion | Lecture and questions at the end of the lecture     | Stages and Steps of Scientific Research           | Through it, the student will learn about the stages that express the chronology to be followed to complete the research and the sequential sequence of the paragraphs of the                                                                | 2     | Fourth Week |
| Questions and discussion | theoretical                                         | The problem of research and title formulation     | Understand the concept of the problem<br>The scientific foundations for choosing the problem and the most important notes for identifying the problem as for the title, the concept of the title,                                           | 2     | Week Five   |

|                                 |                                                        |                                                     |                                                                                                                                                                                                                             |          |                            |
|---------------------------------|--------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------------|
|                                 |                                                        |                                                     | how to formulate the title, the treatment of the title, and the formal aspects of the title will be identified.                                                                                                             |          |                            |
| <b>Questions and discussion</b> | <b>Lecture and questions at the end of the lecture</b> | Proposals, Objectives, Hypotheses and Methodologies | Introduction Concept<br>Objectives, hypotheses, components of the hypothesis, sources of hypothesis formation, benefits and characteristics                                                                                 | <b>2</b> | <b>Week Six</b>            |
| <b>Questions and discussion</b> | <b>theoretical</b>                                     | Research Community                                  | The concept of a community for research inducement and the concept of the research sample<br>Types of samples                                                                                                               | <b>2</b> | <b>Week Seven</b>          |
| <b>Questions and discussion</b> | <b>Lecture and questions at the end of the lecture</b> | Expected Results and Studies<br><br>Previous        | Understanding the concept of Expected results, formulation of expected results, then identifying the concept of previous studies, justifications for reviewing previous studies, and the way of presenting previous studies | <b>2</b> | <b>Week Eight</b>          |
| <b>Questions and discussion</b> | <b>theoretical</b>                                     | Body of the research                                | Identify the concept of Matn for research and research divisions and the thematic sequence of research divisions                                                                                                            | <b>2</b> | <b>Week Nine</b>           |
| <b>Questions and discussion</b> | <b>Lecture and questions at the end of the lecture</b> | Sources and tools<br>Data                           | Represented by observation and interview<br>Questionnaire, Tables and Tab                                                                                                                                                   | <b>2</b> | <b>Week 10</b>             |
| <b>Questions and discussion</b> | <b>theoretical</b>                                     | Sources and References                              | The Concept of Sources and References                                                                                                                                                                                       | <b>2</b> | <b>The week Eleventh</b>   |
| <b>Questions and discussion</b> | <b>Lecture and questions at the end of the lecture</b> | <b>Observation</b>                                  | The concept of observation, types of observation moment, advantages and disadvantages<br>Observation                                                                                                                        | <b>2</b> | <b>The week Twelfth</b>    |
| <b>Questions and discussion</b> | <b>theoretical</b>                                     | Interview and Questionnaire                         | The student will learn about the concept of<br>The interview, its types and steps<br>The questionnaire, the types of questions in the statistical questionnaire and the types of answers                                    | <b>2</b> | <b>The week Thirteenth</b> |

|                                                                                                                                                                                               |                                                        |                                                                      |                                                                           |          |                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------|----------|----------------------------|
| <b>Questions and discussion</b>                                                                                                                                                               | <b>Lecture and questions at the end of the lecture</b> | <b>Tables and Tab</b>                                                | The concept of tables and their types, the concept of taboo and its types | <b>2</b> | <b>The week Fourteenth</b> |
|                                                                                                                                                                                               |                                                        | <b>First Semester Exam</b>                                           |                                                                           | <b>2</b> | <b>The week Fifteenth</b>  |
| <b>Second Semester</b>                                                                                                                                                                        |                                                        |                                                                      |                                                                           |          |                            |
|                                                                                                                                                                                               |                                                        | Writing a Graduation Thesis                                          |                                                                           | <b>2</b> | <b>First Week</b>          |
|                                                                                                                                                                                               |                                                        | <b>Supervise the writing and discussion of the graduation thesis</b> |                                                                           | <b>2</b> | <b>Second Week</b>         |
| <b>11. Course Evaluation</b>                                                                                                                                                                  |                                                        |                                                                      |                                                                           |          |                            |
| Write here: Participation in daily preparation, daily and monthly exams                                                                                                                       |                                                        |                                                                      |                                                                           |          |                            |
| <b>12. Learning and Teaching Resources</b>                                                                                                                                                    |                                                        |                                                                      |                                                                           |          |                            |
| The Origins of Scientific Research and its Methods in the Science of Tourism, b<br>Professor Ismail Al-Dabbagh, 2013<br>Scientific Research Methods, by Dr. Abdel Rahman Sayed Suleiman, 2014 |                                                        |                                                                      |                                                                           |          | 1                          |
| Scientific Research and its Applications, Abdul Sattar Mahmoud<br>Fundamentals of Scientific Research, Muwaffaq Al-Hamdani et al., 2006                                                       |                                                        |                                                                      |                                                                           |          | 2                          |
| Saaid.net/book/16/8474.pdf                                                                                                                                                                    |                                                        |                                                                      |                                                                           |          | 3                          |