

Academic Program Description Form

University Name: Tikrit University

College/Institute: College of Administration and Economics

Scientific Department: Accounting Department

Academic Program Name: Accounting Department

Final Degree Name: Bachelor of Science in Accounting

Study System: Course System

Description Preparation Date: 2023/9/17

File Completion Date: 2023/9/17

Signature:

Department Head Name: Assoc. Prof. Muthanna Rukan Jassim

Scientific Assistant Name: Assoc. Prof. Ashraf Hashim Faris Al-Abdoun

Date: 2023/9/17

File Checked by: Quality Assurance and University Performance Division

Quality Assurance Division Director Name: Osama Musa Farhan

Signature

Date: 2023/9/17

Dean's Approval

1. Program Vision

The Accounting Department aims to be a pioneering scientific institution at the university in achieving excellence in accounting education, research, and professional auditing. To embody this vision, the department seeks to explore the fields of scientific and cognitive development in accounting sciences and align them with international standards in accounting education to ensure quality and high academic standards, as well as to encourage creative scientific research and strive to provide its requirements to meet all community needs with skilled graduates capable of excellence in various fields of accounting and auditing.

2. Program Mission

To provide specialized accounting education opportunities for students in the department, qualifying them academically and practically and elevating the level of research to serve the community.

3. Program Objectives

The department's objectives include the following:

1. Providing the initial educational requirements to prepare qualified graduates capable of performing their duties efficiently and effectively.
2. Enhancing field scientific research by encouraging applied research and addressing practical accounting issues to contribute effectively to finding solutions.
3. Contributing to serving the local community by working to find appropriate solutions to their accounting problems.

4. Building an accounting culture among graduates that enables them to operate in broader areas of accounting.
5. Keeping pace with scientific developments and monitoring updates in accounting to serve the scientific journey of the department.
6. Preparing scientific frameworks (Master's and Ph.D.) to supply universities and institutes with qualified faculty members.
7. Organizing seminars, workshops, and conferences in the field of specialization to discuss contemporary topics or practical issues.

4. Program Accreditation

Is the program accredited? If so, by which authority? No.

5. Other External Influences

Is there a sponsoring authority for the program? Yes, the Ministry of Higher Education and Scientific Research.

6. Program Structure

Structure	Number of Courses	Credit Hours	Percentage	Notes
Institutional Requirements	6	14%	9.4	
College Requirements	10	27%	18	
Department Requirements	40	109%	72.6	
Summer Training				
Other				

*Notes may include whether the course is compulsory or optional.

7. Program Description / Accounting Curriculum

Year/Level	Course Code	Course Name	Credit Hours
First	1101	Financial Accounting 1	3 (Theory) 2 (Practical)
	1102	Principles of Business	3
	1103	Principles of Economics	2
	1104	Computer 1	2 (Theory) 2 (Practical)
	1105	Arabic Language	2
	2106	Financial Accounting 2	3 (Theory) 2 (Practical)
	2107	General Mathematics	3
	2108	Principles of Statistics	3
	2109	Computer 2	2

Year/Level	Course Code	Course Name	Credit Hours
	2110	Accounting Readings and Correspondence	2
	2111	Human Rights and Democracy	2
		English Language	2
Second	1212	Intermediate Accounting 1	3 (Theory) 2 (Practical)
	1213	Governmental Accounting 1	2 (Theory) 2 (Practical)
	1214	Accounting in English 1	2 (Theory) 2 (Practical)
	1215	Marketing and E-Commerce	3
	1216	Labor Law	2
	1217	Accounting Applications in Computer	2 (Practical) 2 (Theory)
	1218	General Mathematics	2
		English Language	2
	1219	Intermediate Accounting 2	2
	1220	Governmental Accounting 2	2
	1221	Non-Profit Organizations Accounting	3
	1222	General Finance	2
	1223	Operational Research in English	3
	1224	Accounting in English 2	2
Third	1325	Cost Accounting 1	2
	1326	Corporate Accounting	3
	1327	Unified Accounting System 1	3
	1328	Tax Accounting	3
	1329	Financial Statement Analysis	2
	1330	Advanced Financial Accounting	3
	2331	Natural Resource Accounting	2
	2332	Unified Accounting System 2	3
	2333	Cost Accounting 2	2
	2334	Auditing and Control	3
	2335	Accounting Training	4
		English Language	2
Fourth	1437	Advanced Cost Accounting in English 1	2
	1438	Specialized Accounting Systems	3
	1439	International Auditing Standards	2

Year/Level	Course Code	Course Name	Credit Hours
	1440	Managerial Accounting in English 1	2
	1441	International Accounting	2
	1442	Research Methodologies and Ethics	2
	2443	Managerial Accounting in English 2	2
	2444	Advanced Cost Accounting in English 2	2
	2445	International Financial Reporting Standards	2
	2446	Accounting Theory	3
	2447	Accounting Information Systems	3
	2448	Graduation Research Project	2
		English Language	2

8. Expected Learning Outcomes of the Program

Knowledge:

- Provide leading capabilities in accounting and auditing.
- Disseminate knowledge in economic units and government institutions to meet community aspirations.
- Graduates' ability to develop their accounting and cognitive skills and achieve leadership in providing accounting, regulatory, and auditing information.

Skills:

- Foster creativity, innovation, and leadership.
- Create an open environment for cultural and intellectual exchange.
- Graduates of the Accounting Department should possess the ability to think, solve problems, and manage time.
- Effective communication and constructive interaction with stakeholders.
- Ensure our outcomes are knowledgeable and skilled in completing assigned tasks.

Values:

- Establish social responsibility and ethics.
- Serve the community and meet its demands.
- Adhere to professional ethics and demonstrate high professional competence.
- Integrity and transparency.
- Quality.
- Ensure students are committed to principles of integrity and transparency, with the ability to apply accounting, regulatory, and auditing concepts in practice.

9. Teaching and Learning Strategies

1. **Active Learning:** Encourage student participation in learning processes, such as discussions, group activities, and problem-solving, to enhance their deep understanding of concepts.
2. **Cooperative Learning:** Encourage students to work together in small groups to solve problems related to their studies and share ideas, fostering interaction and knowledge exchange.
3. **Use of Technology:** Utilize technology to provide interactive educational tools such as software programs and online materials to enhance student understanding and motivation.
4. **Problem-Based Learning:** Present specific problems and stimulate students to engage in critical thinking and apply accounting skills to solve them.
5. **Diverse Educational Strategies:** Provide a variety of educational strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet diverse student needs.
6. **Enhancing Accounting Thinking:** Encourage students to develop accounting thinking skills such as analysis, planning, and inference through thought-provoking questions and applied problems.
7. **Immediate Feedback:** Provide mechanisms for immediate feedback to students regarding their performance and understanding of accounting concepts, whether through periodic assessments or direct interaction with the instructor.

10. Assessment Methods

1. **Class Performance Evaluation:** Includes assessing students' performance during lessons, lectures, and workshops through written tests or continuous evaluation of their participation and understanding of materials.
2. **Participation in Discussions and Activities:** Evaluate students' participation in class discussions, group activities, and individual projects to assess their understanding and interaction with materials.
3. **Tests and Assignments:** Conduct regular tests and evaluative assignments to assess their skills in solving issues related to their field and understanding presented concepts.
4. **Research Participation Evaluation:** Assess students' participation in research activities and scientific projects, evaluating their presentation style and analysis of results and conclusions.
5. **Practical Performance Evaluation:** Evaluate students' practical performance through field visits and participation in applied activities.
6. **External Participation Evaluation:** Includes assessing students' participation in external activities such as conferences, seminars, and sports competitions.
7. **Personal and Professional Development Evaluation:** Assess students' development on personal, professional, and academic levels through their participation in faculty mentoring programs.

11. Faculty Members

Rank	Specialization	Requirements/Skills (if any)	Number of Faculty Prepared
Prof.	Financial Accounting and	Required	1

Rank	Specialization	Requirements/Skills (if any)	Number of Faculty Prepared
	Auditing		
Prof.	Financial Accounting and Auditing	Required	1
Prof.	Financial Accounting and Auditing	Required	1
Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Managerial Accounting	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Accounting Information Systems	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
Assoc. Prof.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1
M.	Financial Accounting and Auditing	Required	1

Professional Development for New Faculty Members

- 1. Identifying University and Department Needs:** Identify the university and department needs regarding required educational staff and preferred specializations.

2. **Designing Orientation Programs:** Design targeted orientation programs for new and visiting faculty members based on their needs and specializations.
3. **Introducing the University Environment:** Provide a comprehensive introduction to the university and the Accounting Department, including an overview of the department, its vision, mission, objectives, and available services.
4. **Providing Supporting Resources:** Provide necessary resources and support for new faculty members, including training courses, practical workshops, and technical assistance.
5. **Academic Guidance:** Guide new faculty members regarding curricula, research areas, and teaching methods used in the department.
6. **Administrative Guidance:** Guide new faculty members on administrative procedures, responsibilities, university policies, and codes of conduct.
7. **Continuous Support:** Provide ongoing support for new and visiting faculty members through advisory sessions, workshops, and periodic evaluations.

Professional Development for Faculty Members

1. **Identifying Needs and Setting Goals:** Identify faculty members' needs through surveys and performance evaluations, and then set specific goals to be achieved within the program.
2. **Designing the Development Program:** Based on identified needs and goals, design a comprehensive development program that includes a range of activities, training courses, workshops, and educational resources.
3. **Implementing the Program:** Regularly and systematically implement the development program, including organizing workshops, conducting training courses, and providing appropriate educational resources.
4. **Using Effective Teaching Strategies:** Faculty members learn to use and apply modern and effective teaching strategies, such as cooperative learning, active learning, and educational technology.
5. **Evaluating Learning Outcomes:** Assess the effectiveness of the development program by evaluating faculty members' learning outcomes, such as increased knowledge and teaching skills and interaction with students.
6. **Continuous Development:** Provide ongoing feedback and support for faculty members to enhance their professional and academic development continuously.
7. **Participating in Research and Scientific Publishing:** Encourage faculty members to engage in scientific research and publish findings in reputable academic journals, enhancing their academic status and contributing to knowledge development in their fields.

12. Admission Criteria

1. Central Admission.
2. Exceptions (children of martyrs, children of faculty members, distinguished employees, top students from institutes, foreign students).
3. Governmental Education.
4. Evening Studies Admission.

13. Main Sources of Information About the Program

1. University, college, and departmental websites.
2. Initial establishment documents of the department.
3. Project for developing and updating curricula of management and economics colleges in Iraqi universities for the year 2017.

14. Program Development Plan

1. Developing curricula.
2. Developing postgraduate curricula.
3. Enhancing teaching and administrative capabilities through workshops and seminars in specialized fields.
4. Supporting scientific research efforts by encouraging faculty members to publish, especially in international journals.
5. Conducting training programs to develop students' capabilities in technical fields and information technology.
6. Organizing field visits and scientific trips for students to government institutions.

Program Skills Map

Required Learning Outcomes from the Program

Year/Level	Course Code	Course Name	Compulsory/Optional	Knowledge	Skills	Values
First	1101	Financial Accounting	Compulsory	✓	✓	✓
	1102	Principles of Business	Compulsory	✓	✓	✓
	1103	Principles of Economics	Compulsory	✓	✓	✓
	1104	Computer 1	Compulsory	✓	✓	✓
	1105	Arabic Language	Compulsory	✓	✓	✓
	2106	Financial Accounting 2	Compulsory	✓	✓	✓
	2107	General Mathematics	Compulsory	✓	✓	✓
	2108	Principles of Statistics	Compulsory	✓	✓	✓
	2109	Computer 2	Compulsory	✓	✓	✓
	2110	Accounting Readings	Compulsory	✓	✓	✓
	2111	Human Rights and Democracy	Compulsory	✓	✓	✓
		English	Compulsory	✓	✓	✓

Year/Level	Course Code	Course Name	Compulsory/Optional	Knowledge	Skills	Values
		Language				
Second	1212	Intermediate Accounting 1	Compulsory	✓	✓	✓
	1213	Governmental Accounting 1	Compulsory	✓	✓	✓
	1214	Accounting in English 1	Compulsory	✓	✓	✓
	1215	Marketing and E-Commerce	Compulsory	✓	✓	✓
	1216	Labor Law	Compulsory	✓	✓	✓
	1217	Accounting Applications	Compulsory	✓	✓	✓
	1218	General Mathematics	Compulsory	✓	✓	✓
		English Language	Compulsory	✓	✓	✓
	1219	Intermediate Accounting 2	Compulsory	✓	✓	✓
	1220	Governmental Accounting 2	Compulsory	✓	✓	✓
	1221	Non-Profit Accounting	Compulsory	✓	✓	✓
	1222	General Finance	Compulsory	✓	✓	✓
	1223	Research Operations	Compulsory	✓	✓	✓
	1224	Accounting in English 2	Compulsory	✓	✓	✓
Third	1325	Cost Accounting 1	Compulsory	✓	✓	✓
	1326	Corporate Accounting	Compulsory	✓	✓	✓
	1327					

Course Description

1. **Course Name:** Marketing Management and E-Commerce
2. **Course Code:**
3. **Semester/Year:** First Semester / Second Stage
4. **Date of Preparation:** 2024/9/17
5. **Available Attendance Forms:** In-person for students
6. **Total Study Hours / Total Units:** 45 hours for 3 units per week
7. **Course Coordinator Name:** M. M. Waleed Dham
Email: iq.edu.tu@D.waleed
8. **Course Objectives:**
 - Equip graduates with communication skills with the public.
 - Enable them to speak to the audience and persuade them.
 - Develop analytical and creative thinking skills.
 - Acquire negotiation skills and analyze psychological behaviors of the audience.
9. **Teaching and Learning Strategies:**
 - Use of strategic whiteboard
 - Homework assignments
 - Inquiry into some tasks and problems to understand their causes
 - Blended learning
10. **Course Structure:**

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	4	Knowledge of marketing management fundamentals	Conceptual Introduction to Marketing	Lecture	Daily preparation, oral and written tests
2	4	Analyzing the marketing environment	Concept of the marketing environment and its influencing factors	Lecture	Daily preparation, oral and written tests
3	4	Analyzing consumer behavior	Concept of consumer behavior and the importance of studying it and its influencing factors	Lecture	Daily preparation, oral and written tests
4	4	Market segmentation mechanisms	Understanding markets, types, and methods of market segmentation and selecting target markets	Lecture	Daily preparation, oral and written tests
5	4	Managing the company's product in the market	Concept of the product and classification of products	Lecture	Daily preparation, oral and written tests
6	4	Product development mechanisms	Concept of new product, stages of product development and product	Lecture	Daily preparation, oral and

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
		according to its life cycle	life cycle in the market		written tests
7	4	Setting appropriate pricing strategies	Concept of pricing, its objectives, influencing factors, and setting pricing strategies	Lecture	Daily preparation, oral and written tests
8	4	Adopting distribution strategies	Concept of distribution, its channels, types of distribution channels, and influencing factors in selecting suitable distribution channels	Lecture	Daily preparation, oral and written tests
9	4	Adopting marketing communication strategies	Concept of promotion, its objectives, and elements of marketing communications with the audience	Lecture	Daily preparation, oral and written tests
10	4	How to enter international markets	Concept of international marketing and international markets, and methods of entering international markets	Lecture	Daily preparation, oral and written tests
11	4	Understanding social responsibility	Concept of social responsibility and its components	Lecture	Daily preparation, oral and written tests
12	4	Understanding service marketing activities	Concept of service marketing, its importance, and marketing considerations in services	Lecture	Daily preparation, oral and written tests
13	4	Customer relationship management techniques	Concept of customer relationship management and its importance, stages of managing customer relationships and its strategies	Lecture	Daily preparation, oral and written tests
14	4	Digital marketing applications	Concept of digital marketing and its importance, digital marketing techniques	Lecture	Daily preparation, oral and written tests
15	4	Assessing knowledge in marketing	Evaluation exam at the end of the course	Lecture	Daily preparation, oral and

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
		activities			written tests

11. Course Evaluation:

- Monthly Exam: 10 (First Month)
- Monthly Exam: 10 (Second Month)
- Daily Preparation + Attendance: 10
- Continuous Assessment: 30
- Final Exam: 70

12. Learning and Teaching Resources:

- Required textbooks (if available)
- Main references: Textbook on Marketing Management (Dr. Anis Ahmed Abdullah)
- Supporting books and references: Published research in the college's fields, and published research on the academic websites of Iraqi journals, as well as modern foreign books.
- Electronic references: Internet sites, Research Gate for researchers specialized in marketing, in addition to the internet.

Waleed Dham Abdul Ghanam
Marketing Management
First Semester