

## Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Business Administration.

Name of academic or professional program: Bachelor business management

Final Certificate Name: Bachelor's in Business Administration.


Academic system: My semester (courses)

Description preparation date: 2023-2024


Date of filling the file: 1/9/2023

  
التوقيع:  
اسم المعاون العلمي: ا.م.د. أشرف هاشم فارس

التاريخ: 2023 / 9 / 1

  
التوقيع  
اسم رئيس القسم: ا.م.د. عامر علي  
حمد

التاريخ: 2023 / 9 / 1

دقق الملف من قبل  
شعبة ضمان الجودة والأداء الجامعي  
اسم مدير شعبة ضمان الجودة والأداء الجامعي: أسامة موسى فرحان  
التوقيع  
  
التاريخ: 2023 / 9 / 1

  
مصادقة السيد العميد

### 1. Program Vision

Establishing an educational system characterized by quality and creativity in education and academic programs that keep pace with scientific and technical developments and advancements in the field of specialization, ensuring diversity and providing qualitative programs to provide distinguished job opportunities in the local labor market, achieving excellence in scientific research, and contributing to serving the community.

## **2. Program message**

Providing university graduates who are qualified in knowledge and technology and who employ their capabilities in the art of management to support the various institutions of society and develop and enhance their institutional performance by providing students with a solid foundation of in-depth academic levels to achieve their goals and aspirations towards a successful professional life in a way that ensures compliance with the international standards of the specialization, in addition to achieving excellence in scientific research and contributing to serving the community.

## **3. Program objectives**

- Graduating students in the field of business administration after qualifying them professionally and providing them with all scientific and practical skills in a manner that suits the current and future needs of the labor market.
- Caring for academically outstanding students and preparing them to complete their studies in their field of specialization.
- Developing the student's scientific, intellectual and social personality.
- Contributing to serving the local community by providing scientific and practical advice and applied research necessary to serve all economic sectors in the community.
- Supporting and activating links with the public and private sectors to participate in building and developing the department's curricula so that they are compatible with the requirements of the labor market.
- Preparing specialized research and studies with a focus on applied research that provides solutions to societal problems.

## **4. Program accreditation**

Is the program accredited? And by which authority? No

## **5. Other external influences**

Is there a sponsor for the program? A government program of the Ministry of Higher Education and Scientific Research

<b>6. Program Structure</b>				
<b>comments</b>	<b>percentage</b>	<b>Study unit</b>	<b>Number of courses</b>	<b>Program Structure</b>
				Institutional Requirements
				College Requirements
				Department Requirements
				Summer training
				Other

\*Notes may include whether the course is basic or optional.

<b>7. Program Description</b>				
<b>Credit hours</b>		<b>Course name</b>	<b>Course code</b>	<b>Year/Level</b>
<b>practical</b>	<b>theoretical</b>	<b>business management</b>		
4	35	The first stage		First
4	35	Phase 2		Second
6	35	Stage 3		Third
2	31	Stage Four		Fourth

<b>8. Expected learning outcomes of the program</b>
<b>Knowledge</b>

Learning Outcome Statement 1: Enabling the student to perform his practical tasks in a professional manner.	Learning Outcomes 1: The graduate will be able to organize knowledge and information and retain it in his memory in preparation for its functional use in the future.
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### Skills

Learning Outcome Statement 2: Enabling the graduate to perform his work Efficiently and effectiveness.	Learning Outcomes 2: To be able to analyze results and re-employ them to solve problems and to have the mentality of an analyst according to scientific data based on the method of thinking and scientific research.
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Learning Outcome Statement 3: Rely on regional analysis of phenomena in the field of business administration.	Learning Outcome 2: To be able to judge phenomena away from impressions and subjective judgments.
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### Values

Learning Outcome Statement 4: Inculcating values in students and considering them as the basis for future work	Learning Outcome 4: Provide the student with With the core values that guide currency from Where organizational citizenship, teamwork, interactive decisions, academic excellence and equal opportunities prevail.
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Learning Outcome Statement 5: Building Administrative Staff that Serves the Community	Learning Outcomes 5: Improving community relations and faith With ethics Professionalism and high quality work performance.
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### 9. Teaching and learning strategies

- Use the board
- Home solutions
- Try to investigate some tasks and problems to find out their causes.
- Blended learning

### 10. Evaluation methods

- Exams
- Follow up on homework
- Direct interaction with students
- brainstorming

### 11. Faculty

#### Faculty members

Faculty preparation		Requirements/ Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	

	angel		<b>Knowledge management</b>	<b>business management</b>	<b>Asst. Prof. Dr. Ahmed Jadaan Hammad Musa Al-Jabouri</b>
	angel		<b>Management Information Systems</b>	<b>business management</b>	<b>Mr. Ahmed Hamdan Mahdi Saleh Al-Jubouri</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>A.M. Ahmed Khalaf Hamdan Saho Al-Janabi</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Prof. Dr. Ahmed Ali Hussein Attia Al-Mawla</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>Mr. Osama Musa Farhan Mahmoud Al-Douri</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Dr. Tahseen Fadhel Mohammed Jassim Al-Ahbabi</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Dr. Thamer Akab Hawas Thamer Al-Saray</b>
	angel		<b>Strategic Management-Knowledge</b>	<b>business management</b>	<b>Asst. Prof. Dr. Hatem Ali Abdullah Hussein Al-Hamdani</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Dr. Riyadh Shahada Hussein Shahada Al-Jabouri</b>
	angel		<b>Marketing Management</b>	<b>business management</b>	<b>A.M. Zahid Mohammed Saleh Subhi Al-Azzawi</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>M. Sherine Ismail Khalil Mohammed Al-Hadidi</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>A.M. Sohaib Abdulrahman Taama Al-Douri</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>Asst. Prof. Dr. Amer Ali Hamad Shuwaish Al-Nasiri</b>
	angel		<b>Marketing Management - Knowledge</b>	<b>business management</b>	<b>Assistant Professor Abdullah Mahmoud Abdullah Dawood Al-Daraji</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Dr. Ali Ihsan Abdul Karim Mohammed Al-Kumait</b>
	angel		<b>Strategic management</b>	<b>business management</b>	<b>Assistant Professor Ammar Awad Mohammed Mukhlef Al-Hamdani</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Mr. Omar Wasfi Mukhlef Mohammed Al-Ajili</b>

	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>Dr. Firas Hassan Rashid Salman Al-Jabouri</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Asst. Prof. Dr. Firas Hussein Alwan Al-Tayef Al-Jabouri</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Prof. Dr. Qasim Ahmed Hanzel Mohammed Al-Azzawi</b>
	angel		<b>Strategic management</b>	<b>business management</b>	<b>A.M. Kifah Abbas Muhaimid Hajim Al-Janabi</b>
	angel		<b>Information systems</b>	<b>Information systems</b>	<b>Mr. Mohammed Salem Abdul Jamili</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>Asst. Prof. Dr. Mohammed Ali Abdullah Hussein Al-Jumaili</b>
	angel		<b>Marketing Management</b>	<b>business management</b>	<b>Mr. Mohammed Mahmoud Abdullah Mahjoub Al-Jubouri</b>
	angel		<b>Marketing Management</b>	<b>business management</b>	<b>A.M. Marwan Rashid Hamoud Naseef Al-Abidi</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Mr. Mahdi Khalaf Ali Ahmed Al-Jumaili</b>
	angel		<b>Strategic management</b>	<b>business management</b>	<b>M. Mahran Mahmoud Khattab Hamad</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Prof. Dr. Naji Abdel Sattar Mahmoud Ahmed</b>
	angel		<b>Marketing Management</b>	<b>business management</b>	<b>Mr. Nawaf Rasool Ismail Al-Maamari</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Dr. Wissam Hashim Kamel Kurdi Al-Janabi</b>

### **Professional development**

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

1. We must be aware of how to harmonize between the department's vision and the college's vision, which is derived from the university's vision and even the ministry's, which enables the department to make decisive decisions in building and achieving the set goals.

- The goals set are realistic and achievable, and each individual in this program should objectively achieve these goals.

### Professional development for faculty members

- Continuous development courses.
- Academic rotation according to stages and programs.

### 12. Acceptance Criteria

(central, parallel, evening)

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

- Books approved by the Sectoral Committee for Administration and Economics
- Supporting books and articles with an update rate of 20%

### 14. Program Development Plan

- Preparing teaching staff according to the principle of job rotation to support the department with various specializations to meet the department's needs and achieve employers' requirements.
- Conducting solid scientific research that is useful to all stakeholders to serve the labor market from an administrative perspective.
- Trying to focus on preparing young leaders in the field of specialization to support Iraqi organizations with them to serve our beloved Iraq.
- Introducing specialized knowledge in the teaching staff from the young category for the continued development of the teaching staff.
- Focus on providing business administration graduates with skills, knowledge and expertise in the field of specialization, to contribute to building governmental institutions and public and private institutions alike.
- Keeping pace with developments in the environment, especially digital transformations, and providing graduates with the skills necessary to deal with the requirements of the present and future eras.
- Establishing the concept of citizenship among all stakeholders in the department by dealing with them transparently.

### Program Skills Chart

Required learning outcomes of the program

Values				Skills				Knowledge				Essenti al or option al?	Cours e name	Cour se code	Year/Le vel
<b>A 4</b>	<b>A 3</b>	<b>A 2</b>	<b>A 1</b>	<b>B 4</b>	<b>B 3</b>	<b>B 2</b>	<b>B 1</b>	<b>A 4</b>	<b>A 3</b>	<b>A 2</b>	<b>A 1</b>		<b>Stage</b>		<b>the first</b>
√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>First</b>		
√	√	√	√	√	√	√	√	√	√	√	√		<b>Stage</b>		<b>the second</b>
√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>Seco nd</b>		

√	√	√	√	√	√	√	√	√	√	√	√		Stage		the third
√	√	√	√	√	√	√	√	√	√	√	√	essenti al	Thir d		
√	√	√	√	√	√	√	√	√	√	√	√		Stage		Fourth
√	√	√	√	√	√	√	√	√	√	√	√	essenti al	Fourt h		

\*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

### Course Description Form

<b>1. Course Name: Strategic Management</b>
<b>2. Course Code: None</b>



**3. Semester / First Year / 2023-2024**

**4. Date of preparation of this description: First course 9/1/2023**

**5. Available forms of attendance: In-person**

**6. Number of study hours (total) / number of units (total): 45 hours / unit 3**

**45/3**

**7. Name of the course supervisor (if more than one name is mentioned)**

**Name: A.M. Kifah Abbas Muhaimid Email:kefahaljanabi@tu.edu.iq**

**8. Course objectives**

- Number of qualified cadres in the field of business administration in Iraq Regarding the strategic field.
- Contributing to the development of cadres working in the field of business administration in government institutions and departments and enabling them to think strategically.
- Developing the business management system and the scientific capabilities of managers and administrators in analysis and development.
- Spreading administrative awareness and holding awareness seminars in the field of strategy.

Subject objectives

**9. Teaching and learning strategies**

- Use the board
- Home solutions
- Try to investigate some tasks and problems to find out their causes.
- Blended learning

Strategy

10-Course structure:

Evaluation method	Teaching method	Unit name/topic	Required learning outcomesFor the student	Watches	The week
Follow up on homework and formulate at least three questions.	theory	Introduction to the study of strategic management in business organizations	Introduction to the study of strategic management in business organizations The importance of studying strategic management  Definition and concept of strategic management Strategic management levels Components of strategic management Strategic management models	3	1
Follow up on homework and formulate at least three questions.	theory	Strategic direction	Message, goals and objectives Mission and strategic objectives Message and organizational level Goals and strategies Formulating the organization's message, goals and the factors affecting them	3	2
Follow up on homework and formulate at least three questions.	theory	Strategic monitoring	Strategic planning strategic thinking Strategic Intelligence Strategic change strategic espionage	6	3-4
Follow up on homework and formulate at least three questions.	Theory and practical examples	Strategic analysis of the external environment	Strategic analysis of macro-environmental factors Factors affecting the overall external environment Nature of the industry environment and competitive forces Industry Driving Forces Analysis Analysis of key industry success factors and strategic competitive forces	3	5
Follow up on homework and formulate at least three questions.	Theory and practical examples	Strategic analysis of the internal environment	The importance of strategic analysis of internal environmental factors Main dimensions of internal environmental factors Value chain analysis Assessing the strengths and weaknesses of the organization Method of evaluating the organization's performance compared to the performance of	6	6-7

			competing organizations in the industry		
Follow up on homework and formulate at least three questions.	Theory and practical examples	Concept and models of strategic choice	<ul style="list-style-type: none"> <li>The concept of strategic choice and portfolio analysis models</li> <li>Boston Consulting Group Matrix Model</li> <li>McKenzie-Hoover Matrix Model</li> <li>Evaluation of business portfolio analysis models</li> <li>Factors determining the success of the strategic option</li> </ul>	6	8-9
Follow up on homework and formulate at least three questions.	Theory and practical examples	Strategic Options Process (Strategic Alternatives)	<ul style="list-style-type: none"> <li>Generating strategic alternatives at the organization level</li> <li>Overall attrition strategy at the business unit level</li> <li>Investment strategies at the business unit level</li> <li>Functional Strategies</li> <li>Linking functional strategies and business unit strategies</li> </ul>	6	10-11
Follow up on homework and formulate at least three questions.	Theory and practical examples	Implementing the strategy	<ul style="list-style-type: none"> <li>The concept and importance of the strategy implementation process</li> <li>Implementation requirements and determinants</li> <li>Organizational variables relevant to implementation</li> <li>Administrative systems supporting strategy implementation</li> <li>McKinsey Model for Strategy Implementation</li> </ul>	3	12
Follow up on homework and formulate at least three questions.	Theory and practical examples	Strategic Control	<ul style="list-style-type: none"> <li>The concept and importance of strategic control</li> <li>The relationship between the levels of strategy and strategic control</li> <li>Requirements for achieving successful strategic control</li> <li>General framework for strategic evaluation steps</li> <li>Key criteria for the strategic evaluation process</li> </ul>	6	13-14
Follow up on homework and formulate at least three questions.	theory	Case study in strategic management	Case studies and practical situations	3	15

## 11. Course Evaluation

The final grade for the evaluation is 100 points, and the minimum for success is 50 points, and the grade is distributed Evaluation on the end of the course is 30 points and the end of the course exam is 70 points. As follows:

- First month exam 10 marks
- Second month exam 10 marks
- Daily preparation 5 degrees
- Posts 5 points
- End of course exam 70 points

## 12. Learning and teaching resources

<b>The textbook For management Strategic And (Prof. Dr. Faeq Mishaal Qaddouri)</b>	Required textbooks (methodology if any)
<b>Books available in the college library</b>	Main References (Sources)
<b>References available online</b>	Recommended supporting books and references (scientific journals, reports...)
<b>Educational YouTube available for free online</b>	Electronic references, websites

**Mr. the material**

**A.M. Kifah Abbas Muhaimid Al-Janabi**