

## Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Marketing Management

Name of academic or professional program: Marketing Management Department

Final Certificate Name: Bachelor Science in Marketing Management

Academic system: Course system

Description preparation date: 28/1/2024

Date of filling the file:

التوقيع:

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

التاريخ: 2024 / 1 / 28

التوقيع:

اسم رئيس القسم: ا.م.د. فراس

فرحان جدي

التاريخ: 2024 / 1 / 28

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م. خلدون عبدالله خلف

التوقيع:  
المدرسة المساعد  
خلدون عبدالله خلف  
مدير شعبة ضمان الجودة  
التاريخ: 2024 / 1 / 28

مصادقة السيد العميد

## **1. Program Vision**

We aspire to be the choice for students who wish to develop the necessary knowledge and skills. In specialty administration Marketing By providing carefully selected, high-quality programs to create marketing leaders with high skills and capabilities. Ready to work in marketing and supply chain management To serve the community.

## **2. Program message**

We prepare students for academic and professional success in marketing and supply chain management by providing an outstanding learning environment. Enable students acquire the necessary knowledge and skills that enable them to compete in the labor market at the local and global levels.

and Working to create a distinguished educational environment in terms of the courses offered and their applications that enable students to acquire the necessary knowledge and skills, which enables them to compete in the labor market at the local and global levels.

## **3. Program objectives**

- 1. Keeping pace with scientific developments in preparing study requirements in the department.**
- 2. Working to provide knowledge of marketing concepts, marketing tools, and marketing applications necessary to use in the labor market.**
- 3. Qualifying students scientifically to continue their studies in the fields of marketing management.**
- 4. Preparing and qualifying specialized scientific cadres to work in various marketing fields.**
- 5. Working on developing the skills necessary for creativity in marketing activities in the business environment.**
- 6. Providing expertise and advice to international community organizations.**
- 7. Working to provide the market with qualified graduates they are motivated**

and inspired to apply various marketing skills and activities.

8. Developing and promoting scientific research within the department.

9. To be an example of marketing excellence in Iraq.

10. Preparing and implementing training courses to developing the marketing capabilities of employees in local organizations.

11. Developing relations between the department and similar departments in local and Arab universities.

12. Combining theoretical and practical aspects to qualify students to work in the market and face challenges.

#### 4. Program accreditation

1. Do the programIs the program accredited ? and from which authority?  
both

#### 5. Other external influences

2. Is there a sponsor? For programyes, ministry of higher education and scientific research

#### 6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
	9.4%	14	6	Institutional Requirements
	18%	27	10	College Requirements
	72.6%	109	40	Department Requirements
				Summer training
				Other

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

<b>7. Program Description / Curriculum of the Department of Public Administration</b>				
<b>Credit hours</b>		<b>Course name</b>	<b>Course code</b>	<b>Year/Level</b>
<b>practical</b>	<b>theoretical</b>			
	<b>3</b>	Business Administration 1	AEMM23_10 1	<b>First</b>
	<b>3</b>	Marketing Management 1	AEMM23_10 2	
<b>2</b>	<b>1</b>	Statistics 1	AEMM23_10 3	
<b>2</b>	<b>1</b>	Financial Accounting 1	AEMM23_10 4	
<b>2</b>	<b>1</b>	Economy 1	AEMM23_10 5	
	<b>2</b>	Arabic language	AEMM23_10 6	
	<b>3</b>	Headway (Beginner)	AEMM23_10 7	
	<b>3</b>	Business Administration 2	AEMM23_10 8	
	<b>3</b>	Marketing Management 2	AEMM23_10 9	
<b>2</b>	<b>1</b>	Statistics 2	AEMM23_11 0	
<b>2</b>	<b>1</b>	Financial Accounting 2	AEMM23_11 1	
<b>2</b>	<b>1</b>	Economy 2	AEMM23_11 2	
<b>2</b>	<b>1</b>	Computer Basics	AEMM23_113	
	<b>2</b>	Human rights and democracy	AEMM23_114	
	<b>3</b>	Marketing Services (1)	AEMM23_201	<b>Second</b>

	3	Marketing Supplies	AEMM23_202		
	2	Product	AEMM23_203		
	2	Pricing	AEMM23_204		
	2	AnoCircuitStrategy	AEMM23_205		
2	1	Quantitative methods in marketing	AEMM23_206		
2	1	ApplicationsOffice Power Point Word &	AEMM23_207		
	3	Marketing Services (2)	AEMM23_208		
	2	distribution	AEMM23_209		
	2	Promotion	AEMM23_210		
	2	Brand ManagementAnd the statusmental	AEMM23_211		
	2	administrationSales	AEMM23_212		
	2	Headway (elementary)	AEMM23_213		
2	1	ApplicationsOffice Excel	AEMM23_214		
	3	General MarketingFor me	AEMM23_301		<b>Third</b>
2	1	Marketing research	AEMM23_302		
	2	consumer behavior	AEMM23_303		
	2	Marketing risk management	AEMM23_304		
	2	Headway (pre-intermediate)	AEMM23_305		
2	1	basicsInternet	AEMM23_306		
	3	Marketing information systems	AEMM23_307		
	2	administrationKnowledgeMarketing	AEMM23_308		
	2	administrationOrganizationsMarketin g	AEMM23_309		
	2	Marketing Quality Management	AEMM23_310		
	2	Negotiation management	AEMM23_311		
	2	ApplicationsStatisticsIn marketing	AEMM23_312		
	2	Scientific research methods	AEMM23_313		
	3	Customer Relationship Management	AEMM23_401	<b>Fourth</b>	
	3	Contemporary Marketing Studies (1)	AEMM23_402		

2	1	Marketing databases	AEMM23_403
	2	Agricultural Marketing	AEMM23_404
	2	Pharmaceutical Marketing	AEMM23_405
	2	Sports Marketing	AEMM23_406
	2	Social and ethical responsibility of marketing	AEMM23_407
	3	Contemporary Marketing Studies (2)(	AEMM23_408
	3	Marketing Strategies	AEMM23_409
2	1	E-marketing	AEMM23_410
	2	Tourism and hotel marketing	AEMM23_411
	2	Headway (intermediate)	AEMM23_412

## 8. Expected learning outcomes of the program

### Knowledge

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>- The ability of the department's graduates to develop their marketing and cognitive skills and achieve leadership in marketing management.</li> </ul> | <ul style="list-style-type: none"> <li>- Providing leading marketing management cadres for public and private sector institutions.</li> <li>- Disseminating marketing knowledge in all institutions to achieve the aspirations of society.</li> </ul> |
|---|---|

### Skills

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>- Marketing Management graduates have the ability to think, solve problems and manage time.</li> </ul>        | <ul style="list-style-type: none"> <li>- Developing and supporting the spirit of creativity, innovation and leadership.</li> <li>- Creating an open environment for cultural and intellectual exchange.</li> </ul> |
| <ul style="list-style-type: none"> <li>- Our outputs should be knowledgeable and skilled in how to accomplish the tasks assigned to them.</li> </ul> | <ul style="list-style-type: none"> <li>- Communicate and interact constructively with stakeholders.</li> </ul>   |

### Values

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- Adherence to professional ethics and the</li> </ul> | <ul style="list-style-type: none"> <li>- Establishing social and ethical</li> </ul> |
|--|---|

ability to demonstrate high professional competence.	responsibility. - Serving the community and meeting its requirements.
- The student must believe in the principles of integrity and transparency, and have the ability to apply the concepts of quality management at work.	- Integrity and transparency. - Quality.

## 9. Teaching and learning strategies

1. Active learning: Encouraging students' active participation in learning processes, such as discussions, group activities, and problem solving, to enhance their deep understanding of mathematical concepts.
2. Cooperative learning: Encouraging students to work together in small groups to solve problems related to their studies and sharing ideas, which contributes to enhancing interaction and knowledge exchange between them.
3. Use of Technology: Leveraging technology to provide interactive learning tools such as computer software and online resources to enhance student understanding and motivation.
4. Problem-based learning: presenting specific problems and motivating students to think critically and use skills to solve it.
5. Multiple Instructional Strategies: Providing a variety of instructional strategies, such as interactive lectures, practical lessons, and hands-on exercises, to meet the diverse needs of students.
6. Promote thinking: Encourage students to develop skills such as analysis, planning and inference, by providing stimulating questions and applied problems.
7. Provide immediate feedback: Provide mechanisms to provide immediate feedback to students on their performance and understanding of concepts, whether it's through periodic assessments or direct interaction with the teacher.

## 10. Evaluation methods

1. Classroom performance assessment: This includes assessing students'

performance during lessons, lectures and workshops, whether through written tests or continuous assessment of their participation and understanding of the material.

2. Participation in discussions and activities: Students' participation in class discussions, group activities, and individual projects can be assessed to assess their understanding and engagement with the material.
3. Tests and assignments: Students may be given regular tests and assessment assignments to assess their problem-solving skills related to their field of expertise and their understanding of the concepts presented.
4. Evaluating participation in research: The extent to which students participate in research activities and scientific projects can be assessed, and an evaluation can be provided of their presentation style and analysis of their results and conclusions.
5. Practical Performance Evaluation: Students can be evaluated in practical performance through: Visits Process and participation in applied activities.
6. Evaluation of external participation: This includes evaluation of the extent of students' participation in external activities such as conferences, seminars, and sports competitions.
7. Evaluation of Personal and Professional Development: Students' personal, professional and academic development can be evaluated during their participation in the faculty mentoring program.

## 11. Faculty

### Faculty members

Faculty preparation		Requirements/Skills (if any)	Specialization		Academic Rank
lecture	angel		private	general	
r	angel		Financial	business	Asst. Prof. Dr. Firas



			management	management	Farhan Jadi Safar
	angel		development	business management	<b>A.M. Mai Hamoudi</b> <b>Abdullah Jassim</b>
	angel		<b>Human Resources</b>	business management	<b>Dr. Thaer Jassim</b> <b>Mohammed Aftan</b>
	angel		<b>Organizational theory</b>	business management	<b>Dr. Firas Hassan</b> <b>Rashid Salman</b>
	angel			business management	<b>M.M. Mohammed</b> <b>Hamid Nayef Hamid</b>
	angel		<b>Entrepreneurship</b>	business management	<b>Mr. Musa Hamad</b> <b>Mohammed Shihan</b>
	angel			business management	<b>Mr. Ahmed Hamid</b> <b>Issa Jassim</b>
	angel			business management	<b>Mr. Marwan Hussein</b> <b>Abdul Farhan</b>
	angel		<b>marketing</b>	business management	<b>M. Saad Ajaj Khalaf</b> <b>Jameel</b>
	angel		<b>Financial management</b>	business management	<b>M.M Hanan</b> <b>Mohammed Ibrahim</b> <b>Jassim</b>

## Professional development

### Orientation of new faculty members

- 1- Determining the needs of the university and the department: The needs of the university and the department are determined in terms of the required educational cadres and preferred specializations.
- 2- Orientation Programs: Customized orientation programs are designed for new, visiting, full-time and part-time members based on their needs and specialties.
- 3- Introduction to the University Environment: A comprehensive introduction is provided about the university and the department. General Administration, including About the Department And the vision And the message The objectives and services available.
- 4- Providing support resources: New members are provided with the necessary resources and support, including training courses, workshops, and technical

assistance.

- 5- Academic Orientation: New members are oriented regarding the curricula, research areas and teaching methods used in the department.
- 6- Administrative Orientation: New members are oriented to administrative procedures, responsibilities, university policies and code of conduct.
- 7- Ongoing Support: Ongoing support is provided to new, visiting, full-time and part-time faculty members through advisory sessions, workshops and periodic evaluations.

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

1. Identifying needs and setting goals: Faculty needs are identified through surveys and performance evaluations, and then specific goals to be achieved within the program are identified.
2. Development Program Design: Based on the specific needs and objectives, a comprehensive development program is designed that includes a set of activities, training courses, workshops, and educational resources.
3. Program Implementation: The development program is implemented in a regular and organized manner, including organizing workshops, conducting training courses, and providing appropriate educational resources.
4. Use 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. Evaluation of learning outcomes: The effectiveness of the development program is evaluated by evaluating the learning outcomes of faculty members, such as increased levels of knowledge, teaching skills, and interaction with students.
6. Continuous Development: Ongoing feedback and support is provided to faculty members to promote ongoing professional and academic development.
7. Participation in scientific research and publication: Faculty members are encouraged to participate in scientific research and publish the results in prestigious academic journals, which enhances their academic standing and contributes to the development of knowledge in their fields.

### **12. Acceptance Criteria**

- 1- Central acceptance.
- 2- Accepting exceptions (martyrs' families, children of faculty, distinguished employees, top students in institutes, foreign students).
- 3- Private government education

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

- 1- University, college and electronic department website.
- 2- Priorities for establishing the department.

### 14. Program Development Plan

- 1- Curriculum development.
- 2- Open evening studies
- 3- Developing teaching and administrative staff through courses, seminars and workshops in areas of specialization.
- 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 and information technology fields.
- 6- Organizing field visits and scientific trips for students to government institutions.

### Program Skills Chart

#### Required learning outcomes of the program

Values				Skills				Knowledge				Essential or optional?	Course name	Course code	Year/L level
A4	A3	A2	A1	B4	B3	B2	B1	A4	A3	A2	A1				
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration 1		First year
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Management 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistics 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Financial Accounting 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Economy 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Arabic language		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (Beginner)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Business Administration		

													n 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Management 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Statistics 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Financial Accounting 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Economy 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	basicsComputer		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	rightsHuman and democracy		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing services 1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing Supplies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Product		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Pricing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Strategic management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Quantitative methods in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Office applicationsP over Point Word &		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing services 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	distribution		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Promotion		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Brand Management and Mental Positioning		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Sales Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Headway (elementary)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Office applicationsE xcel		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Global Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing research		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	consumer behavior		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Marketing risk management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Headway (pre-		

Second year

Third year

													intermediate)		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Internet Basics		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing information systems		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing knowledge management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Organization Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Quality Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Negotiation management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Statistical applications in marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Scientific research methods		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Customer Relationship Management		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies1		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing databases		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Agricultural Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Pharmaceutica 1 Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Sports Marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Social and ethical responsibility of marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Contemporary Marketing Studies 2		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Marketing Strategies		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		E-marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Tourism and hotel marketing		
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		Headway (intermediate)		

Four  
h  
year

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

### Course Description Form

<b>1. Course name</b>	
Economy 2	
<b>2. Course code</b>	
AEMM23_112	
<b>3. Semester/Year</b>	
The second course- Academic year 2023-2024	
<b>4. Date this description was prepared</b>	
12-3-2024	
<b>5. Available forms of attendance</b>	
My presence	
<b>6. Number of study hours (total) / Number of units (total)</b>	
3 hours per week (45) hours / number of units (3)	
<b>7. Name of the course supervisor (if more than one name is mentioned)</b>	
Dr. Alaa Abdul Jabbar Hussein	
<b>8. Course objectives</b>	
<ul style="list-style-type: none"> <li>• Solving problems using modern methods used in administrative and economic development followed in work, which may be determined by known or unknown circumstances.</li> <li>• Enabling students to understand the principles, concept and literature of economics in order to broaden their horizons in economic sciences.</li> <li>• Developing and expanding students' awareness in the economic field and developing their ability to think properly</li> <li>• Providing the recipient with statistical and economic skills that enable him to employ them in his field of work</li> <li>• Developing positive thinking in solving problems in a</li> </ul>	Subject objectives

<p>logical and scientific way.</p> <ul style="list-style-type: none"> <li>• Employing economics in management science and the interconnection between them and enabling the recipient to solve the problems facing society.</li> <li>• Understanding the positive effects of economics in developing the aspects of life.</li> </ul>	
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## 9. Teaching and learning strategies

<ol style="list-style-type: none"> <li>1. Student education Case studies the Academic the Real to apply concepts Economy In realistic contexts.</li> <li>2. They can learn and understand economic terms in a sound and scientific way. your We have them to analyze data, And they conclude results, and learn how to make decisions. Appropriate management.</li> <li>3. Collaborative learning For students for Work together in small groups to solve problems. Economic and administrative.</li> <li>4. The Drip Project Manager A For students Y and Participation in applied projects that require Understanding economic issues directly related to management science.</li> <li>5. Use Calculator and advanced scientific tools such as display screen to solve mathematical problems within the field of economics related to management.</li> <li>6. Interactive learning using interactive activities and tasks that encourage active student participation. This strategy can include small group discussion.</li> </ol>	<p>Strategy</p>
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## 10. Course Structure

Evaluation method	Learning method	Unit or topic name	Required learning outcomes	Watches	The week
Daily, weekly and monthly exams and daily activity and Follow up on assignments and duties	theoretical	Revenue	Understanding the concepts and terminology related to revenues, their types, mathematical equations, and methods of calculating them	3	the first
Daily, weekly and monthly exams, daily activity, and follow-	theoretical	Markets and pricing	Understand the concept of the market, its functions and types	3	the second

up of homework and assignments.					
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Perfectly competitive market	Identify the nature of the perfectly competitive market, its conditions, demand curves, and equilibrium under perfect competition, at the project and industry levels.	3	the third
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Monopoly market	Understanding the monopoly market in terms of concept, features, sources of monopoly, and monopolist equilibrium	3	Fourth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Monopolistic competition market	Learn about the nature of this type of market and how to reach a state of equilibrium in it	3	Fifth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Oligopoly market	Identify the nature, content and characteristics of the oligopoly market	3	Sixth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	National income	Learn about national income and gross domestic product, methods of calculating them, as well as the influencing factors, as well as monetary and real national income and national product.	3	Seventh
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Determinants of national income	Identify the determinants of national income, use, consumption, savings, investment and their determinants and the income equilibrium method	3	The eighth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Distribution of national income	Learn about wages, including real and monetary wages, wage theories, and interest theories.	3	Ninth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Liquidity and profit theories	Learn about liquidity, the motives for keeping cash, and study profit, its types and theories.	3	tenth
Daily, weekly and monthly exams, daily activity, and follow-up of homework and assignments.	theoretical	Money	Study of money in terms of concept, functions and types	3	eleventh
Daily, weekly and	theore	Monetary system	Learn about monetary	3	twelfth



monthly exams, daily activity, and follow-up of homework and assignments.	tical		systems, their types, conditions and advantages of each system, the most important of which are metal and paper monetary systems.		
Daily, weekly and monthly exams, and follow-up of assignments and costs	theoretical	Banks	Identify commercial banks and central banks in terms of origin and functions	3	thirteenth
Daily, weekly and monthly exams, and follow-up of assignments and costs	theoretical	Foreign trade	Learn about foreign trade, its importance, the theory that explains it, trade policies, and the movement of production factors.	3	fourteenth
Daily and weekly exams Final exam for the first course	Editorial	End of course exam	A comprehensive review of all previous topics over the first seven weeks of the course.	3	fifteenth

## 11. Course Evaluation

## 12. Learning and teaching resources

Principles of Economics/Dr. Karim Mahdi Al-Hasnawi/University of Baghdad	Required Textbooks
Principles of Economics-Prof. Dr. Alaa Shafiq Al-Rawi A number of other textbooks in economics	Main References
A number of specialized journals in economics and related university theses and dissertations	Supporting books and references
Website	Electronic references, websites