



MODULE DESCRIPTION FORM

STAGE 1 – SEMESTER 1

Module Information				
Module Title	Principles of business Management		Module Delivery	
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	MMM1101			
ECTS Credits	7			
SWL (hr/sem)	175			
Module Level	1	Semester of Delivery		1
Administering Department	Type Dept. Code	College of Administration and Economics	Type College Code	
Module Leader	Bahaa Habeeb Mahmood Altiee		e-mail	baha_habeb@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	Ph.D.	
Module Tutor	N.A		e-mail	E-mail
Peer Reviewer Name	N. A		e-mail	E-mail
Scientific Committee Approval Date	1/ 10 /2025	Version Number	1.0	

Relation with other Modules				
Prerequisite module	None		Semester	
Co-requisites module	None		Semester	

Module Aims, Learning Outcomes and Indicative Contents

Module Objectives	<ol style="list-style-type: none"> 1. To provide students with knowledge of the principles of management and its role, as one of the core specialized subjects in the field of Business Administration. 2. To equip first-year students with general principles of management science, which serve as a fundamental foundation upon which advanced stages of Business Administration studies are built. 3. To give students an overview of management, its nature, and its historical development across different time periods, in addition to clarifying the main managerial functions as well as its basic and supportive activities.
Module Learning Outcomes	<p style="text-align: center;">Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the key terminology of management, which constitutes the fundamental concepts of management science. 2. Prepare and qualify students for advanced topics in management courses in subsequent academic years. 3. Recognize managerial tasks, managerial skills, their sources, and the different levels of management within organizations. 4. Develop organizational thinking through understanding the major schools of management thought, which form a foundational base for students' comprehension of management science. 5. Discuss the impact of the general and specific environments that directly or indirectly influence organizational activities. 6. Identify the core managerial functions, including planning, organizing, leading, motivating, and controlling. 7. Understand the organization's mission and objectives, the concept of planning, and the distinction between operational planning and strategic planning.
Indicative Contents	<p><u>Indicative content includes the following.</u></p> <p><u>Principles of Business Administration</u></p> <p>The Principles of Business Administration course focuses on the following topics:</p> <ol style="list-style-type: none"> 1. The Nature of Planning, which includes: Management approaches to planning; types of plans according to their function; definition of decision-making; types of decisions; administrative decision-making styles; basic models of the decision-making process; management information systems; computer-based information systems; decision-making steps. 2. Organization, which includes job design and organizational structure according to the following topics: The concept of job design; job design methods; the importance of the organizational function; the main forces affecting the organization; organizational design styles (network style, product style, location or geographic style, market style, matrix style, network style); the nature of authority; determinants of authority acceptance; forms of authority resistance; the concept of the chain of command; span of control.

3. Leadership and Motivation, including:

The nature of motivation - Components of the motivation system - Theories of motivation - The manager's leadership role - Leadership traits - The nature of the path (goal) in leadership and its styles - The nature of communication - Communication methods - Communication channels - Informal communication channels.

4. Control, including:

The importance of control in the organization - The basic steps in the control process - An effective control system.

5. Managing the organization's activities, including:

Operations management - Marketing management - Human resource management - Financial management.

Learning and Teaching Strategies

Strategies

The primary strategy adopted in delivering this course is to encourage active student participation in exercises, while simultaneously enhancing and expanding students' critical thinking skills. This will be achieved through interactive lectures and classroom discussions, as well as by considering simple experiential activities that involve selected sampling exercises of interest to students.

Student Workload (SWL)

The student workload is calculated over a 15-week period

Structured SWL (h/sem) The regular student academic workload during the semester	63	Structured SWL (h/w) Student's regular weekly study load	7
Unstructured SWL (h/sem) The irregular student academic workload during the semester	112	Unstructured SWL (h/w) Irregular weekly study load for the student	6
Total SWL (h/sem) The student's total academic workload during the semester	175		

Module Evaluation					
Course Material Assessment					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	4 and 13	LO #1, #2 and #10, #11
	Assignments	2	10% (10)	2 and 12	LO #3, #4 and #6, #7
	Projects / Lab.	1	10% (10)	Continuous	All
	Report	1	10% (10)	13	LO #5, #8 and #10
Summative assessment	Midterm Exam	2hr	10% (10)	8	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
Weekly theoretical curriculum	
	Material Covered
Week 1	Planning – Types of plans according to their function – Management approaches to planning
Week 2	Definition of decision-making – Types of decisions – Styles of administrative decision-making – Basic models of the decision-making process
Week 3	Management information systems – Computer-based information systems – Steps in decision-making
Week 4	First Exam
Week 5	Job design concept – Job design methods – Importance of the organizational function – Key forces affecting the organization
Week 6	Organizational design patterns: Network pattern – Product pattern – Location or geographic pattern – Market pattern – Matrix pattern
Week 7	Nature of authority – Determinants of authority acceptance – Forms of authority resistance – Concept of chain of command – Span of control
Week 8	Midterm Exam
Week 9	The nature of motivation – Components of the motivation system – Theories of motivation
Week 10	The manager's leadership role – Leadership traits – The nature of the path (goal) in leadership and its styles
Week 11	The nature of communication – Communication methods – Communication channels – Informal communication channels
Week 12	The importance of control in the organization – Basic steps in the control process – An effective

	control system
Week 13	Second Exam
Week 14	Operations Management Concept – Planning and Organizing Operations; Modern Marketing Concept – Marketing Activities
Week 15	Human Resources Management – Human Resources Planning – Selection and Direction – Performance Evaluation and Promotion; Financial Management Concept – Role and Functions of the Finance Manager.
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus) Weekly laboratory schedule	
	Material Covered
Week 1	_____
Week 2	_____
Week 3	_____
Week 4	_____
Week 5	_____
Week 6	_____
Week 7	_____

Learning and Teaching Resources		
	Text	Available in the Library?
Required Texts	Principles of Management by Muhammad Khalil Al-Shamma', 2007 – Dar Al-Masirah for Printing and Publishing – Amman, Jordan	Yes
Recommended Texts	Diverse skills and methods for dealing with management and business issues	Yes
Websites		

Grading Scheme مخطط الدرجات				
Group	Grade	Grade	Marks %	Definition
Success Group (50 - 100)	A - Excellent	Excellent	90 - 100	Outstanding Performance
	B - Very Good	Very Good	80 - 89	Above average with some errors

	C - Good	Good	70 - 79	Sound work with notable errors
	D - Satisfactory	Average	60 - 69	Fair but with major shortcomings
	E - Sufficient	Acceptable	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	Fail (Under Review)	(45-49)	More work required but credit awarded
	F – Fail	Fail	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
MMM-1101	Principles of business Management	7	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
This course aims to provide the student with the concept of management, the stages of management development, types of management schools, management theories, administrative decision-making processes, and administrative decision-making, as well as clarifying the concepts of training and appointment in public organizations.			


 الأستاذ المساعد الدكتور
 بشارة زكريا التويج


 د. د. براء محمد الطائي

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Principles of Marketing Management		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory
Module Code	MMM-1102		<input checked="" type="checkbox"/> Lecture
ECTS Credits	8		<input type="checkbox"/> Lab
SWL (hr/sem)	200		<input type="checkbox"/> Tutorial
			<input type="checkbox"/> Practical
			<input checked="" type="checkbox"/> Seminar
Module Level	1	Semester of Delivery	1
Administering Department	MMM-1101	College	MMM
Module Leader	Nada Abdulbasit Kashmola	e-mail	nada@uomosul.edu.iq
Module Leader's Acad. Title		Module Leader's Qualification	
Module Tutor	Najdat Mustafa Musaib	e-mail	najdat.almehrab@uomosul.edu.iq
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	14/10/2024	Version Number	1.0

Relation with other Modules

العلاقة مع المواد الدراسية الأخرى

Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>.1Understanding traditional and modern marketing concepts.</p> <p>.2Understanding the marketing system.</p> <p>.3Understanding the internal and external marketing environment.</p> <p>.4Understanding the concept and theories of consumer behavior.</p> <p>.5Understanding market segmentation and market objectives.</p> <p>.6Understanding the concepts of product and new product.</p> <p>.7Understanding the reasons for the success and failure of a new product.</p> <p>.8Understanding the benefits offered by a new product.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>The required learning outcomes are as follows:</p> <p>.1The student will understand marketing management concepts.</p> <p>.2The student will have knowledge of and understand marketing information systems.</p> <p>.3The student will have knowledge of comparing system inputs, processes, and outputs.</p> <p>.4The student will have knowledge of comparing products, services, and ideas.</p> <p>.5The student will be able to understand and comprehend the nature of</p>

	<p>the marketing environment and its components.</p> <p>.6The student will have knowledge, understanding, and comprehension of what a new product is and the steps involved in its creation.</p> <p>.7The instructor will provide a detailed explanation of each topic specified in the curriculum.</p> <p>.8Students will be assigned daily homework.</p> <p>.9Dialogue and discussion will be encouraged.</p> <p>.10Interaction and communication will be fostered .</p>
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>The course content includes the following:</p> <p>Introduction to Marketing Management Principles, including:</p> <p>The concept of marketing and its stages of development – Marketing information systems – The marketing environment – Internal and external elements of the marketing environment – Factors affecting the marketing environment – The concept of consumer behavior and its theories – The concept of market segmentation and its principles – The concept of the product and the new product – Steps in product innovation – The product life cycle – Reasons for the success and failure of new products – The benefits gained from the new product.</p> <p>Total hours = SSWL - 78 (exam hours) = 78 - 3 = 75 hours (timetable hours x 15 weeks)</p>

<p>Learning and Teaching Strategies</p> <p>استراتيجيات التعلم والتعليم</p>			
<p>Strategies</p>	<p>The main strategy to be adopted in delivering this course is to encourage student participation in assignments and class discussions, while simultaneously enhancing and expanding their thinking skills regarding marketing concepts. This will be achieved through interactive classroom sessions, lectures, educational programs, and the presentation of simple case studies that include diagrams, charts, and theoretical explanations of the material.</p>		
<p>Student Workload (SWL)</p> <p>الحمل الدراسي للطالب محسوب لـ ١٥ اسبوعا</p>			
<p>Structured SWL (h/sem)</p> <p>الحمل الدراسي المنتظم للطالب خلال الفصل</p>	<p>78</p>	<p>Structured SWL (h/w)</p> <p>الحمل الدراسي المنتظم للطالب أسبوعيا</p>	<p>5</p>

Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	122	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعياً	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	200		

Module Evaluation تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (20)	6 and 12	All
	Assignments	5	5% (4)	Continuous	1,2 and 8
	Online	5	5% (4)		1,2,3,5,9,10
	Onsite				
	Report	1	6% (10)	14	All
	Seminar	6	4%(2)	2,4,6,8,10,11	All
Summative assessment	Midterm Exam	1hr	10% (10)	15	All
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus) المنهاج الاسبوعي النظري	
	المواد المغطاة
Week 1	An Overview of the Evolution of the Marketing Concept
Week 2	Traditional and Contemporary Marketing Concepts

Week 3	The Marketing System and the Internal and External Marketing Environment
Week 4	Factors Affecting the Marketing Environment
Week 5	Consumer Behavior and Factors Influencing Consumer Behavior
Week 6	Consumer Behavior Theories
Week 7	Market Segmentation
Week 8	Types of Markets and Principles of Market Segmentation
Week 9	Factors Affecting Market Segmentation
Week 10	Product Concepts and Policy
Week 11	The Concept and Steps of New Product Innovation
Week 12	Product Life Cycle
Week 13	Reasons for the Success and Failure of a New Product
Week 14	Marketing Benefits Achieved by a New Product
Week 15	Midterm Exam

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts النصوص المطلوبة	▪ الديوه جي، ابي سعيد، (2001)، ادارة التسويق، دار ابن الاثير للطباعة والنشر، جامعة الموصل.	متوفر
Recommended Texts النصوص الموصى بها	رسائل واطاريح جامعية	متوفر
Websites المواقع الالكترونية		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A – Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D – Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E – Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54). The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-1102	Principles of Marketing Management	8.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
4	1	78	122
Description			
<p>This course aims to provide the student with the concepts and principles of marketing management in general and its implications, while reviewing the stages of development of marketing management, and then to identify the marketing information system, the marketing environment and its elements and the factors affecting it, and so on, from important marketing concepts.</p>			

الإستعداد المساعد المحاضر
بشاردة الدكتور الوحيان



3- محمد شهابي

MODULE DESCRIPTION FORM

Course Description Form

Module Information			
Course information			
Module Title	Principles of Economics		Module Delivery
Module Type	Support		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-1104		
ECTS Credits	5		
SWL (hr / sem)	125		
Module Level	1	Semester of Delivery	
Administering Department	MM	College	MMM
Module Leader	Saif Abdullah Mustafa	e-mail	Saif.abdullh@uomosul.edu.iq
Module Leader's Acad. Title		Module Leader's Qualification	
Module Tutor	Name (if available)	e-mail	E-mail
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	14/10/2024	Version Number	1.0

Relation with other Modules	

Relationship with other subjects			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
Course objectives, learning outcomes, and guiding content	
Module Objectives Course objectives	<ol style="list-style-type: none"> 1. concepts of economics and Principles the basics Learn 2. the economic problem and its characteristics Defining equilibrium, consumer , and the meaning of demand, supplyUnderst behavior according to the theory of marginal utility and inequality, stages of .production, costs, and how to find them
Module Learning Outcomes Learning outcomes for the subject	<ol style="list-style-type: none"> 1. tudent to the concept of economics, its importance, and its Introducing the s Identify what the economic problem is .relationship to other sciences 2. its law, the factors affecting it, and how , Understand the meaning of demand ionship between quantity to draw a demand curve through the inverse relat understand the concept of elasticities, the meaning , Also . demanded and price elasticities of to find of elasticity of demand, its importance, types, and how .demand 3. pply, the supply Introducing the student to the meaning of supply, the law of su Identifying the elasticity of supply . schedule, and how to draw a supply curve .and the factors affecting it 4. excess demand , Market equilibrium, equilibrium price, equilibrium quantity4 and supply 5. cteristics and types, the law of Knowing the meaning of utility, its chara marginal utility, how to draw total and marginal to find marginal utility, how .and consumer equilibrium according to the theory of marginal utility ,utility 6. , iffERENCE mapIdentify indifference curves, their characteristics, and the ind6 and how the consumer achieves balance according to the indifference curve .theory 7. the law of , production elements ,function in terms of concept The production .and its stages diminishing returns

	<p>8. and , term to find it in the short Identify the meaning of cost, its types, how . term define cost in the long</p> <p>9. Understanding the meaning of inflation, its types, the economic and social .and how to address it ,effects of inflation</p>
<p>Indicative Contents</p> <p>Guidance contents</p>	<p>the following The guidance content includes.</p> <p>and definition of demand, supply and equilibrium, economics Introduction to - Part A :including</p> <p>stages of - its relationship with other sciences - Basics: The concept of economics the - racteristicsthe economic problem and its cha - development of economics concept of demand, the law of demand, the demand schedule, the demand curve, (substitute goods prices of ,factors affecting demand (price of the commodity, income rance of The impo - Methods of measuring it - Elasticity of demand and its types - of elasticities of demand types and - - - demand of elasticity</p> <p>the elasticity of demand affecting Factors</p> <p>factors affecting elasticity of supply - Supply theory, law, supply curve and schedule , of production factors ces ofpri ,and elasticity of supply (price of the commodity number of producers</p> <p>Market equilibrium , equilibrium price, equilibrium quantity, and excess supply and demand</p> <p>includes theories of demand (theories of consumer behavior) , the theory of - Part B nomic problems (inflation and unemployment). It production and costs, and eco :includes</p> <p>- (Marginal utility theory (concept of marginal and total utility, and utility analysis concept of -Law of diminishing marginal utility, disadvantages of utility theory equilibrium under indifference curve -r characteristics indifference curves and thei theory</p> <p>and its the law of diminishing returns , Production function , elements the production and run fixed and variable costs, average total and marginal costs in the short - stages , run f costs in the longthe definition o</p> <p>. and how to address it , Inflation, its types, economic and social effects</p> <p>125 = Total Hours= SSWL - Hours (Timetable Hours x 15 60 = 3 - 63 = (Exam Hours) (Weeks</p>

Learning and Teaching Strategies

Learning and teaching strategies

Strategies	<p>is to encourage student participation in course adopted in delivering this strategy while simultaneously improving and , preparing assignments and class discussions interactive expanding their critical thinking skills. This will be achieved through in the presentation of simple case studies classroom and educational programs, and . theoretical explanations of the subject that include some</p>
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Student Workload (SWL)

.weeks The student's academic load is calculated as 15

Structured SWL (h/ sem)	63	Structured SWL (h/w)	6
Regular student load during the semester		Regular weekly student workload	
Unstructured SWL (h/ sem)	62	Unstructured SWL (h/w)	7
Irregular student load during the semester		Irregular student study load per week	
Total SWL (h/ sem)	125		
The student's total academic load during the semester			

Module Evaluation

Course material evaluation

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (20)	5, 12	All
	S e minar	3	10 % (6)	3,6,9	1,2
	Assignments	6	5% (2)	Continuous	All

	Online	5	5 % (2)		
	Onsite				
	Report	1	10% (10)	13	3.4
Summative assessment	Midterm Exam	1hr	10% (10)	7	All
	Final Exam	3 hours	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
Theoretical weekly curriculum	
	Material Covered Covered materials
Week 1	The relationship of economics to other sciences -The concept of economics -
Week 2	economic problem , its nature and methods of solution-
Week 3	e law of demand, the demand schedule, the demand The concept of demand, th the ,curve, the factors affecting demand (the price of the commodity, income (of substitute goods prices
Week 4	demand of Elasticity of demand and its types, the importance of elasticity
Week 5	price and income to find and how the elasticity of demand affecting Factors elasticity of demand
Week 6	Factors affecting it Supply Theory, Law, Curve and Supply Schedule
Week 7	price of the) factors affecting elasticity of supply Elasticity of supply and (factors , number of producers prices of production ,ommodityc3
Week 8	Market equilibrium , equilibrium price, equilibrium quantity, and excess supply and demand
Week 9	Marginal utility theory (characteristics of utility and its types, assumptions of rginal utility theory, law of diminishing marginal utility with the drawing and ma (consumer equilibrium according to marginal utility theory
Week 10	Foreign trade

Week 11	Equilibrium under the theory of indifference curves
Week 12	the law of diminishing returns , Production n , elementsfunctio the production and its stages
Week 13	Concepts of unemployment and employment
Week 14	,The concept of inflation, its types and causes
Week 15	Money and banks
Week 16	week before the final exam

Delivery Plan (Weekly Lab. Syllabus)

Weekly lab schedule

	Material Covered
Week 1	

Learning and Teaching Resources

Learning and teaching resources

	Text	Available in the Library?
Required Texts Required texts	Principles of Economics / Dr. Karim Mahdi -1 Hasnawi / Legal Library / 2007-AI -Principles of Economics / Muhammad Salih Al Shammari-Quraishi and AI	
Recommended Texts Recommended texts	Economy / Paul A. Samuelson translated into Arabic	
Websites Websites		

Grading Scheme

Grading scheme

Group	Grade	Marks %	Definition
Success Group (50 - 100)	A - Excellent	90 – 100	Outstanding Performance
	B - Very Good	80 – 89	Above average with some errors
	C – Good	70 – 79	Sound work with notable errors
	D - Satisfactory	60 – 69	Fair but with major shortcomings
	E - Sufficient	50-59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	(45-49)	More work required but credit awarded
	F – Fail	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-1104	Principles of Economics	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>provide the student with a general and simplified idea about the basic to is intended course so that the student has an idea about the importance of this science , science concepts of this e and the reasons that led to its study and development, and to become familiar with th economic problem and understand the basic relationships and rules that govern economic .activity, while studying the different economic systems</p>			

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MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	مبادئ المحاسبة		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM1103		
ECTS Credits	6		
SWL (hr/sem)	150		
Module Level	1	Semester of Delivery	1
Accounting Department	MAC	College	UOMM
Module Leader	Asmaa Salim Mohammed Ali		e-mail asmaa.s.mohammed@uomosul.edu.iq
Module Leader's Acad. Title	Assistant lecturer	Module Leader's Qualification	Msc.
Module Tutor		e-mail	Doaaadrese2017@uomosul.edu.iq
Peer Reviewer Name		e-mail	E-mail
Scientific Committee Approval Date	2024/10/14	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	NONE	Semester	
مواد ممهدة			

Co-requisites module مواد مكملة	NONE	Semester	
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Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

Module Objectives أهداف المادة الدراسية	<p>.1 Studying the concept of accounting and its objectives at the economic unit and national levels, and the entities that benefit from accounting data.</p> <p>.2 Explaining accounting procedures using single-entry bookkeeping to measure the results of activity and the financial position of small businesses and sole proprietorships.</p> <p>.3 Explaining accounting procedures using double-entry bookkeeping and the use of the balance sheet equation to demonstrate the impact of economic transactions on the financial position of the economic unit.</p> <p>.4 Explaining the stages of the accounting cycle, recording accounting entries in the journal and posting them to the ledger, and identifying the most important documents.</p> <p>.5 Explaining accounting procedures for capital formation, how to increase and decrease it, types of personal withdrawals, loans and their types, and how to calculate interest.</p> <p>.6 Defining the elements of financial statements and the difference between income statements and balance sheets.</p> <p>.7 Explaining accounting procedures for expenses, focusing on purchases, returns, trade discounts, and cash received.</p> <p>.8 Explaining accounting procedures for revenues, focusing on sales, returns, trade discounts, and cash received.</p> <p>.9 Clarifying the accounting procedures for commercial papers, their types, their most important features, and how to record them in books and records, as well as cases of dealing with notes receivable in books and records .</p>
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	<p>.1 Understanding the concept of accounting and its objectives at the economic unit and national levels, and the entities that benefit from accounting data.</p> <p>.2 Acquiring the skill to measure the activity results and financial position of small businesses and sole proprietorships using single-entry bookkeeping procedures.</p> <p>.3 Acquiring the skill to apply double-entry bookkeeping procedures and use the balance sheet equation to demonstrate the impact of economic transactions on the financial position of the economic unit.</p> <p>.4 Understanding the stages of the accounting cycle, recording accounting entries</p>

	<p>in the journal and posting them to the ledger, and identifying the most important documents.</p> <p>.5Knowledge of the elements of financial statements and the difference between income statements and balance sheets.</p> <p>.6Acquiring knowledge of accounting procedures related to capital formation, including how to increase and decrease capital, types of personal withdrawals, loans and their types, and how to calculate interest.</p> <p>.7Acquiring knowledge of accounting procedures related to expenses, with a focus on purchases and their returns, trade discounts, and cash earned.</p> <p>8. Acquire knowledge of revenue accounting procedures, focusing on sales, returns, and trade and cash discounts.</p> <p>.9Acquire knowledge of commercial paper accounting procedures, including its types, key characteristics, and how to record it in books and records, as well as the procedures for handling accounts receivable in books and records.</p>
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The instructional content includes the following:</p> <p>Part A - Class Lecture</p> <p>1. Studying the concept of accounting and its objectives at the economic unit and national levels, and the entities that benefit from accounting data.</p> <p>Explaining accounting procedures according to single-entry bookkeeping for measuring the results of activity and the financial position of small businesses and sole proprietorships. [SSWL=12 hrs]</p> <p>2. Studying accounting procedures according to double-entry bookkeeping and using the balance sheet equation to show the impact of economic transactions on the financial position of the economic unit. Explaining the stages of the accounting cycle, recording accounting entries in the journal and posting them to the ledger, and identifying the most important documents. [SSWL=8 hrs]</p> <p>3. Understanding the elements of financial statements and the difference between income statements and balance sheets. Explaining accounting procedures for capital formation, how to increase and decrease it, types of personal withdrawals, loans and their types, and how to calculate interest. [SSWL=8 hrs]</p> <p>4. Explaining accounting procedures for expenses, focusing on purchases and their returns, trade discounts, and cash earned. [SSWL=12 hrs]</p> <p>5. Explanation of revenue accounting procedures, focusing on sales, returns, and trade and cash discounts. [SSWL=12 hrs]</p> <p>6. Explanation of commercial paper accounting procedures, their types, key features, and</p>

	<p>how to record them in books and records, as well as the handling of accounts receivable in books and records. [SSWL=8 hrs]</p> <p>Part B - Tutorial</p> <ol style="list-style-type: none"> 1. Study and application of case studies on single-entry bookkeeping procedures for measuring the activity results and financial position of small businesses and sole proprietorships. [SSWL=4 hrs] 2. Study and application of case studies on double-entry bookkeeping procedures and the use of the balance sheet equation to demonstrate the impact of economic transactions on the financial position of the economic unit. The course covers the stages of the accounting cycle, recording accounting entries in the journal and posting them to the ledger, and identifying key documents. [SSWL=6 hrs] 3. Studying and applying practical case studies on accounting procedures for capital formation, including how to increase and decrease it, types of personal withdrawals, loans and their types, and how to calculate interest. [SSWL=4 hrs] 4. Studying and applying practical case studies on accounting procedures for expenses, focusing on purchases, returns, trade discounts, and cash earned. [SSWL=6 hrs] 5. Studying and applying practical case studies on accounting procedures for revenues, focusing on sales, returns, trade discounts, and cash earned. [SSWL=6 hrs] 6. Studying and applying practical case studies on accounting procedures for commercial papers, including their types, key features, and how to record them in books and records, as well as cases of processing accounts receivable in books and records. [SSWL=4 hrs] <p>Total hrs = 60 = SSWL - (Exam hrs) = 60+ 3 = 63 hr (Time table hrs x 15 weeks)</p>
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Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	<p>The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and through the analysis of practical cases involving the application of accounting procedures, which will include student activities and participation in applying and analyzing these cases .</p>

Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	4
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	87	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	150		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment التقييم التكويني	Quizzes	3	20% (15)	4,7,10,13	LO#1, #2, #3, LO #4, #5, LO #6 #7, LO #8 #9
	Online Assignments	2	5% (10)	Continuous	LO #3, #4 and #6, #7
	Onsite Assignments	3	5% (5)	Continuous	All
	Report	1	5% (5)	13	LO #5, #8 and #9
	seminar	2	5%(5)	2,12	LO #6, #7, #8, #9
Summative assessment التقييم التلخيصي	Midterm Exam	2hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Introduction to Financial Accounting (Accounting Concept and Objectives, Accounting Fields and Beneficiaries, Accounting Cycle)
Week 2	Overview of Accounting Concepts, Principles, Assumptions, and Limitations
Week 3	Types of Companies Based on Ownership and Nature of Activity
Week 4	Analysis of Financial Transactions According to the Single-Entry Method
Week 5	The Balance Sheet Equation Method to Show the Impact of Transactions on the Financial Position
Week 6	Recording and Posting Financial Transactions - The Double-Entry Method - Explanation of the Accounting Cycle
Week 7	Accounting Records and Documents (Journal and Ledger) and Preparation of the Trial Balance and Financial Statements (Income Statement and Balance Sheet)
Week 8	Accounting for the Formation of Sole Proprietorships (Formation, Increase, and Reduction of Capital, Personal Withdrawals, Loans and Interest)
Week 9	Accounting for Merchandise (Purchases and Returns)
Week 10	Accounting for Merchandise (Sales and Returns)
Week 11	Accounting Treatment of Purchase and Sale Expenses
Week 12	Revenue and Capital Expenditures
Week 13	Accounting Treatment of Types of Discounts
Week 14	Accounting for Depreciation and Cash Accounting
Week 15	Commercial Papers

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
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Week 1	
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Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	مبادئ المحاسبة المالية فؤاد سليمان زكو مقداد احمد الجليلي، محمد طاهر الشاوي	Yes
Recommended Texts	المحاسبة المالية 2014 / د. ضياء عبد الحسين القاموسي + عدنان عبد الحميد مبادئ المحاسبة المالية 2018 / أ.د صفاء احمد العاني -م. حكيم الساعدي	No

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX - Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F - Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				

Module 1

Code	Course/Module Title	ECTS	Semester
MMM1103	Principles of Accounting	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
<p>This course aims to provide students with an understanding of the concept of accounting and its objectives at both the unit and national levels, as well as the beneficiaries of accounting data. It explains single-entry accounting procedures for measuring the results of operations and the financial position of small businesses and sole proprietorships. The course also explains double-entry accounting procedures and the use of the balance sheet equation to demonstrate the impact of economic transactions on the financial position of an economic unit. Furthermore, it clarifies the stages of the accounting cycle, including recording entries in the journal and posting them to the ledger, and identifies key accounting documents. Finally, it explains accounting procedures for capital formation, including how to increase and decrease capital, and covers the types of personal withdrawals and loans, their categories, and how to calculate interest.</p>			

الاستاذ المساعد الدكتور
بشار نازك التويج
٧١٠٥٧٢٥٧

د. سيف محمد المظفر

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information				
معلومات المادة الدراسية				
Module Title	Democracy and Human rights		Module Delivery	
Module Type	Basic		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	UOM-104			
ECTS Credits	2			
SWL (hr/sem)	50			
Module Level	1	Semester of Delivery		1
Administering Department	Type Dept. Code	College	Type College Code	
Module Leader	Maher Nooruldeen Saeed		e-mail	maher.noor@uomosul.edu.iq
Module Leader's Acad. Title	Assistant Professor		Module Leader's Qualification	
Module Tutor			e-mail	E-mail
Peer Reviewer Name			e-mail	E-mail
Scientific Committee Approval Date	14/10/2024	Version Number	1.0	

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	
Module Objectives أهداف المادة الدراسية	1. Ensuring the consolidation and respect of the principles of human rights and democracy. 2. The necessity of loving one's homeland and its citizens, and planting the seeds of peaceful coexistence and dignified living for all components by spreading a culture of acceptance of others and respect for their religious, political, cultural, and social particularities. 3. The necessity of cooperating with state institutions to establish security and peace in the country.
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	Learning outcomes are cognitive and skill-based, achieved through: 1. Students' knowledge of the human rights principles necessary for their practical lives. 2. Achieving the objectives of preparing students with sufficient knowledge of the basics of human rights, their concepts, types, and the efforts of the international

	<p>community to defend human rights. International and non-international organizations seek to promote respect for human rights and work to develop society by encouraging participation in the labor market through educational courses and workshops, in addition to supporting small projects.</p> <p>Encouraging students to coexist as individuals in an integrated society, urging them to love their homeland and show absolute loyalty to it.</p> <p>4. Encouraging students to participate in the political electoral process and have an active national presence therein, to understand the principles of democracy and work to ensure its success, and to understand national constitutions and the rights and freedoms they entail.</p> <p>5. The necessity of cooperating with state institutions to achieve security and political stability in the country, and encouraging the integration of national human rights action plans into development plans.</p> <p>6. Preparing students with the ability to deal with the labor market in their field of specialization.</p>
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The guiding content includes the following:</p> <p>Part A - Introduction to Human Rights, which includes: The concept of human rights - The historical development of human rights - Factors that contributed to the international community's interest in human rights - The development of the concept of human rights protection in the modern era - The mechanisms of the international community to protect human rights - The duties of the individual and the restrictions imposed on the exercise of human rights.</p> <p>Part B - Introduction to Democracy, which includes: The concept of democracy - The historical development of democratic practice - The characteristics and development of the democratic system - The relationship between human rights and democracy - Guarantees of public rights and freedoms - and contemporary democracy.</p>

Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

<p>Strategies</p>	<p>The main strategy adopted in delivering this course is to encourage student participation in preparing assignments and class discussions, while simultaneously improving and expanding their critical thinking skills. This will be achieved through interactive classroom and educational programs, and the presentation of simple case studies that include some theoretical explanations of the subject.</p>
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Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ١٥ اسبوعا

<p>Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل</p>	33	<p>Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا</p>	2
<p>Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل</p>	17	<p>Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا</p>	1
<p>Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل</p>	50		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	5-11	LO #1-#2-#3-#4-#5
	Online Assignments	2	10% (10)	7-12	LO #1-#2-#3-#4-#5
	Onsite Assignments	2	10% (10)	6-13	LO #1-#2-#3-#4-#5
	Report	1	10% (10)	14	LO #1-#2-#3-#4-#5-#6
Summative assessment	Midterm Exam	1hr	10% (10)	8	LO #1-#2-#3-#4
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	المواد المغطاة
Week 1	A general introduction to the concept of human rights, its roots, and its development throughout human history.
Week 2	The development of the idea of protecting human rights in the modern era.
Week 3	The international community and contemporary human rights.
Week 4	United Nations mechanisms for the protection of human rights.
Week 5	Non-international organizations and bodies concerned with defending human rights.
Week 6	Human duties and restrictions on the exercise of human rights.
Week 7	The concept and history of democracy.
Week 8	Characteristics of the democratic system and its components.
Week 9	The constitution and democracy.
Week 10	Elections.
Week 11	Civil society institutions and democracy.
Week 12	The relationship between human rights and democracy.
Week 13	Crimes of genocide.
Week 14	Guarantees of freedoms and public rights - good governance - contemporary democracy.
Week 15	Enriching the human rights curriculum with the book "The Islamic School and the Problem of Contemporary Man" by Sayyid Muhammad Baqir al-Sadr.
Week 16	Preparatory week before the final exam.

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

Week	Material Covered
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Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts النصوص المطلوبة	Human rights and democracy, by Ghassan Karim Mujtab and Amjad Zain al-Abidin Ta'ma.	
Recommended Texts النصوص الموصى بها	Human rights, by Hamid Hanoun Khalid. Human rights, democracy, and public freedoms, by Maher Sabri Kazim. "The Islamic School and the Problem of Contemporary Man" by Sayyid Muhammad Baqir al-Sadr. Baqir al-Sadr - Amer Ayash Abdul Wadib Muhammad Jassim, "The Role of Civil Society Institutions in the Field of Human Rights," Tikrit University Journal of Legal and Political Sciences, Issue 6, Year 2, 2011	
Websites المواقع الالكترونية	The Permanent Constitution of Iraq 2005	

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX - Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F - Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
MMM-1040	Democracy and Human rights	2	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	0	33	17
Description			
<p>This course aims to provide the student with the concept of human rights in general, its components, elements, types, the historical development of human rights, international interest in protecting human rights, general guarantees for the protection of human rights and public freedoms - and the concept of democracy, the characteristics of the democratic system, its components, and the historical development of the democratic system.</p>			


 الأستاذ المساعد الدكتور
 هشام رضا كندر التوفيق


 م.د. ارغوز مزين محمد

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	اللغة العربية		Module Delivery
Module Type	Basic		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM-1011		
ECTS Credits	2		
SWL (hr/sem)	50		
Module Level	1	Semester of Delivery	1
Administering Department	MM	College	MMM
Module Leader	Noor Ahmed Hazem	e-mail	Noor.a.hazem@uomosul.edu.iq
Module Leader's Acad. Title	Assist. Lecturer	Module Leader's Qualification	
Module Tutor	Name (if available)	e-mail	E-mail
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	23/10/2014	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	Noe
Co-requisites module	None	Semester	Noe

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>3. التعرف على مفهوم الافعال وانواعها.</p> <p>4. التعرف على الجملة الاسمية والفعلية.</p> <p>5. التعرف على انواع جملة الخبر.</p> <p>6. التعرف على الافعال الناقصة والحروف المشبهة بالفعل.</p> <p>7. التفريق بين صيغ الافعال والازمنة.</p> <p>8. تدريب الطلبة على كيفية الاستفادة من اللغة العربية بشكل ايجابي لتحقيق الاهداف.</p> <p>9. التعرف على مفهوم الكلام والكلمة والجملة.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>تتمثل مخرجات التعلم المطلوبة الاتي :</p> <p>1. ان يفهم الطالب القواعد النحوية والصرفية.</p> <p>2. ان يكون لدى الطالب معرفة في ابرز انواع الافعال والجملة وكيفية التفريق بينها.</p> <p>3. ان يكون لدى الطالب القدرة على الربط بين النص وطريقة كتابة التقارير وبخاصة في اختصاص ادارة الاعمال.</p> <p>4. الشرح عن طريق التدريسي وبشكل تفصيلي لكل موضوع من الموضوعات المحددة في المنهج.</p> <p>5. تكليف الطلبة بالواجبات اليومية.</p> <p>6. الحوار والمناقشة.</p> <p>7. التسميع والحفظ.</p> <p>8. الطريقة الاستقرائية</p>
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>يتضمن المحتوى الإرشادي ما يلي.</p> <p>الجزء أ – مقدمة عن اللغة العربية وتتضمن</p> <p>الاساسيات مفهوم اللغة -انواع الجمل- العوامل التي ساهمت في نشوء اللغة العربية - الفرق بين الافعال والاسماء والحروف</p> <p>خصائص الجمل- أنواعها- الجملة الاسمية , والجمل الفعلية , والفرق بين الافعال الناسخة والحروف الناسخة والفعل المتعدي واللازم والفعل المبني للمعلوم والمبني للمجهول .</p> <p>مفهوم مادة اللغة العربية ومما تتكون من خلال الافعال والاسماء والحروف.</p>

	<p>الجزء ب –مستلزمات مادة اللغة العربية وتتضمن :</p> <p>انواع مستلزمات تدريس مادة اللغة العربية – السبورة , الامتحانات اليومية والشهرية , والاختبارات اللغوية .</p> <p>إجمالي الساعات = 175 - SSWL = (ساعات الامتحان) = 94 - 4 = 90 ساعة (ساعات الجدول الزمني × 15 أسبوعًا)</p>
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Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	<p>الاستراتيجية الرئيسية التي سيتم اعتمادها في تقديم هذه المادة هي تشجيع مشاركة الطلاب في اعداد الواجبات والمناقشات الصفية، وفي الوقت نفسه تحسين وتوسيع مهارات التفكير النقدي لديهم. سيتم تحقيق ذلك من خلال الفصول الدراسية والبرامج التعليمية التفاعلية وعرض بعض الحالات الدراسية البسيطة التي تتضمن بعض والشروحات النظرية للمادة.</p>

Student Workload (SWL) الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	33	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	17	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	50		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	3	10% (10)	5 and 9 and 13	All
	Assignments	1	20% (20)	Continuous	1,2,5,7, and 8
	Report	2	10% (10)	7 and 13	1,2,3,4, and 5
Summative assessment	Midterm Exam	1hr	10% (10)	7	1, 2,3,4,6,7 and 8
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered	المواد المغطاة
Week 1	تعريف النحو والكلام والكلمة	
Week 2	انواع الجمل	
Week 3	الفعل المضارع	
Week 4	الفعل الماضي	
Week 5	فعل الامر	
Week 6	علامات الاسم	
Week 7	علامات الفعل المضارع	

Week 8	علامات الفعل الماضي
Week 9	علامات فعل الامر
Week 10	الجملة الاسمية المبتدأ والخبر
Week 11	الافعال الناسخة
Week 12	الحروف الناسخة
Week 13	رسم الهمزة
Week 14	الجملة الفعلية
Week 15	الامتحان النهائي
Week 16	

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts النصوص المطلوبة	ابو عبدالرحمن، الخليل ابن احمد الفراهيدي (1995)، الجمل في النحو، عالم الكتب، بيروت.	
Recommended Texts النصوص الموصى بها	ابو الفتح، عثمان بن جني الموصلي ، اللمع في العربية لابن جني، دار الكتب الثقافية، الكويت.	
Websites المواقع الالكترونية		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-1011	اللغة العربية	2.00	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
2	0	33	17
Description			
يستهدف هذا المقرر تزويد الطالب بمفهوم اللغة العربية على نحو عام ومكوناتها وعناصرها ومفهومها مع استعراض العوامل الأساسية لتطور اللغة العربية ومن ثم التعرف على الفروقات الأساسية بين الاسماء والجمل والحروف ورسم الهمزة , والى اخره من المفاهيم المهمة .			

الاستاذ المساعد الدكتور
بشار ذكوان العويش

اسم ليدريبي
نور احمد مازن

MODULE DESCRIPTION FORM

Stage 1 semester 2

Module Information			
Module Title	Fundamentals of Management		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory
Module Code	MMM1205		<input checked="" type="checkbox"/> Lecture
ECTS Credits	7		<input type="checkbox"/> Lab
SWL (hr/sem)	175		<input type="checkbox"/> Tutorial
			<input type="checkbox"/> Practical
			<input type="checkbox"/> Seminar
Module Level	1	Semester of Delivery	2
Administering Department	MBA	College of Administration and Economics	MCOAE
Module Leader	Bahaa Habeeb Mahmood Altiee	e-mail	baha_habeb@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	Ph.D.
Module Tutor	N.A	e-mail	E-mail
Peer Reviewer Name	N. A	e-mail	E-mail
Scientific Committee Approval Date	1/ 2 /2026	Version Number	1.0

Relation with other Modules			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

Module Objectives	<ol style="list-style-type: none"> 4. To provide students with knowledge of the principles of management and its role, as one of the core specialized subjects in the field of Business Administration. 5. To equip first-year students with general principles of management science, which serve as a fundamental foundation upon which advanced stages of Business Administration studies are built. 6. To give students an overview of management, its nature, and its historical development across different time periods, in addition to clarifying the main managerial functions as well as its basic and supportive activities.
Module Learning Outcomes	<p style="text-align: center;">Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 8. Identify the key terminology of management, which constitutes the fundamental concepts of management science. 9. Prepare and qualify students for advanced topics in management courses in subsequent academic years. 10. Recognize managerial tasks, managerial skills, their sources, and the different levels of management within organizations. 11. Develop organizational thinking through understanding the major schools of management thought, which form a foundational base for students' comprehension of management science. 12. Discuss the impact of the general and specific environments that directly or indirectly influence organizational activities. 13. Identify the core managerial functions, including planning, organizing, leading, motivating, and controlling. 14. Understand the organization's mission and objectives, the concept of planning, and the distinction between operational planning and strategic planning.
Indicative Contents	Indicative content includes the following.

	<p><u>Fundamentals of Business Administration</u></p> <p>The Fundamentals of Business Administration course focuses on the following topics:</p> <p><u>1. Nature of Management and Managerial Tasks</u></p> <p>This section includes: (Definition of management and the manager, Approaches to the study of management, Organizational activities, Challenges facing contemporary management)</p> <p>Managerial tasks include: (Patterns of managerial behavior, Managerial skills and their sources, Variations in managerial work, Managerial roles, Types of managers according to managerial levels)</p> <p><u>2. Development of Management Thought</u></p> <p>This section includes:</p> <p>Classical Schools: (Scientific Management School, Administrative Management School, Bureaucratic School)</p> <p>Human Relations School: (Hawthorne Studies (Elton Mayo), Follett’s Studies, Chester Barnard’s Study, McGregor’s Theory X and Y)</p> <p>Contemporary Approaches: (Open Systems Theory, Quantitative Management, William Ouchi’s Theory Z, Contingency Management)</p> <p><u>3. Management in a Changing Environment</u></p> <p>This section includes: (Environmental framework, General environment, Specific environment, Organizational failure in interpreting environmental indicators, Components of the general environment, Components of the specific environment, Stable and dynamic environments)</p> <p><u>4. Organizational Objectives</u></p> <p>This section includes: (Organizational purpose and mission, Types of organizational objectives, Importance of organizational objectives, Requirements for setting objectives, Management by Objectives (MBO), Concept of strategy, Key factors in strategy formulation, Steps in developing organizational strategy, Levels of strategy)</p>
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Learning and Teaching Strategies	
Strategies	The primary strategy adopted in delivering this course is to encourage active student participation in exercises, while simultaneously enhancing and expanding students’ critical thinking skills. This will be achieved through interactive lectures and classroom discussions, as well as by considering simple experiential activities that

	involve selected sampling exercises of interest to students.
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Student Workload (SWL)			
The student workload is calculated over a 15-week period			
Structured SWL (h/sem) The regular student academic workload during the semester	63	Structured SWL (h/w) Student's regular weekly study load	7
Unstructured SWL (h/sem) The irregular student academic workload during the semester	112	Unstructured SWL (h/w) Irregular weekly study load for the student	6
Total SWL (h/sem) The student's total academic workload during the semester	175		

Module Evaluation					
Course Material Assessment					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	4 and 13	LO #1, #2 and #10, #11
	Assignments	2	10% (10)	2 and 12	LO #3, #4 and #6, #7
	Projects / Lab.	1	10% (10)	Continuous	All
	Report	1	10% (10)	13	LO #5, #8 and #10
Summative assessment	Midterm Exam	2hr	10% (10)	8	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

Weekly theoretical curriculum

	Material Covered
Week 1	Definition and nature of management - Approaches to management studies - Organizational activities - Fields of business administration
Week 2	Contemporary management and the challenges it faces - Managerial tasks - Patterns of managerial behavior - Types of managerial skills and their sources
Week 3	Disparity in managerial work - Roles of managers - Types of managers according to their administrative levels
Week 4	First Exam
Week 5	Traditional Schools: Scientific Management School - Administrative Divisions School - Bureaucratic School
Week 6	Human Relations School: Hawthorne's study (Elton Mayo) - Folt's study - Chester Barnard's study - MacCreeker's (X/Y) study
Week 7	Contemporary Trends School: Open Systems Theory - William Augh and Theory (Z) - Situational Management
Week 8	Midterm Exam
Week 9	Management in a changing environment / Environmental surface structure - Public environment
Week 10	Private environment - Organizational failure to interpret environmental indicators
Week 11	Components of the public environment - Components of the private environment - Dynamic and stable environments
Week 12	Organizational purpose and mission - Types of organizational goals
Week 13	Second Exam
Week 14	Importance of organizational goals - Requirements for setting goals - Management by objectives
Week 15	Concept Strategy – Key factors in determining strategy, steps in developing an organization's strategy – Levels of strategy
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus)	
Weekly laboratory schedule	
	Material Covered
Week 1	_____

Learning and Teaching Resources		
	Text	Available in the Library?
Required Texts	Principles of Management by Muhammad Khalil Al-Shamma', 2007 – Dar Al-Masirah for Printing and Publishing – Amman, Jordan	Yes
Recommended Texts	Diverse skills and methods for dealing with management and business issues	Yes
Websites		

Grading Scheme				
مخطط الدرجات				
Group	Grade	Grade	Marks %	Definition
Success Group (50 - 100)	A - Excellent	Excellent	90 - 100	Outstanding Performance
	B - Very Good	Very Good	80 - 89	Above average with some errors
	C - Good	Good	70 - 79	Sound work with notable errors
	D - Satisfactory	Average	60 - 69	Fair but with major shortcomings
	E - Sufficient	Acceptable	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	Fail (Under Review)	(45-49)	More work required but credit awarded
	F – Fail	Fail	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
MMM-1205		7	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
<p>This course aims to provide students with knowledge of the fundamentals of management and its role as a specialized subject in business administration, management studies, and strategic studies. It introduces first-year students to decision-making information and decision-making mechanisms, which are relied upon in advanced stages of business administration studies. The course also gives students an overview of organizational fundamentals, theories, and their evolution throughout history, as well as clarifying the concept of motivation and its theories. Furthermore, it introduces students to leadership concepts and theories, along with the concepts of control and the most important functions of business administration.</p>			

الإشادة المساعد الدكتور
 هشام زكريا التويحي

د. د. بهاد حسين محمد الطائي

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Fundamentals of Marketing Management		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input checked="" type="checkbox"/> Seminar
Module Code	MMM-1206		
ECTS Credits	8		
SWL (hr/sem)	200		
Module Level	1	Semester of Delivery	2
Administering Department	MMM-1206	College	MMM
Module Leader	Nada Abdulbasit Kashmola	e-mail	nada@uomosul.edu.iq
Module Leader's Acad. Title		Module Leader's Qualification	
Module Tutor	Najdat Mustafa Musaib	e-mail	najdat.almehrab@uomosul.edu.iq
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	14/10/2024	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	Principles of Marketing Management	Semester	1
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>.1 Understanding the concepts of marketing activities offered by organizations.</p> <p>.2 Understanding the concept of distribution, distribution channels, and the factors influencing them.</p> <p>.3 Understanding the concept of pricing, pricing policies, and pricing methods.</p> <p>.4 Understanding the concept of promotion, promotional tools, and promotional policies.</p> <p>.5 Understanding the concepts of wholesale and retail trade.</p> <p>.6 Understanding the concepts of service and services marketing.</p> <p>.7 Understanding the concept of e-marketing, its characteristics, and policies.</p> <p>.8 Understanding the concepts of marketing research and marketing information systems.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>The required learning outcomes are as follows:</p> <p>.1 The student will understand the fundamentals of marketing management.</p> <p>.2 The student will be able to understand the nature of distribution, its channels, and the factors that influence it.</p> <p>.3 The student will have knowledge of the concept of pricing, pricing methods, and pricing policies.</p>

	<p>.4The student will have knowledge of comparing promotional methods and promotional policies.</p> <p>.5The student will be able to understand wholesale and retail trade.</p> <p>.6The student will be able to grasp the concept of service, its characteristics, and its marketing mix.</p> <p>.7The student will have knowledge of understanding and applying marketing research.</p> <p>.8The student will understand and apply marketing information systems.</p> <p>.9Each topic in the curriculum will be explained in detail through direct and indirect instruction.</p> <p>.10Students will be assigned daily homework.</p> <p>.11Dialogue and discussion will be encouraged.</p> <p>12. Interaction and communication will be fostered.</p>
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The course content includes the following:</p> <p>An introduction to the fundamentals of marketing management, including:</p> <p>.1The concept of distribution, distribution channels, and factors influencing channel selection.</p> <p>.2The concept of price, its types, pricing policies, and pricing objectives.</p> <p>.3The concept of promotion, its methods, and promotion policies.</p> <p>.4The concept of wholesale and retail trade, and the wholesale and retail trade routes.</p> <p>.5The concept of marketing information systems and marketing research.</p> <p>.6The concept of services marketing and service characteristics.</p> <p>.7Concepts of digital marketing.</p> <p>Total hours = SSWL - 78 (exam hours) = 78 - 3 = 75 hours (timetable hours x 15 weeks)</p>

Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	The main strategy to be adopted in delivering this course is to encourage student participation in assignments and class discussions, while simultaneously enhancing and expanding their thinking skills regarding marketing concepts. This will be achieved through interactive classroom sessions, lectures, educational programs, and the presentation of simple case studies that include diagrams, charts, and theoretical explanations of the material.
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Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	78	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	5
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	122	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	200		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (20)	6 and 12	All
	Assignments	5	5% (4)	Continuous	1,2 and 8
	Online	5	5% (4)		1,2,3,5,9,10
	Onsite				
	Report	1	6% (10)	14	All
	Seminar	6	4%(2)	2,4,6,8,10,11	All
Summative assessment	Midterm Exam	1hr	10% (10)	15	All
	Final Exam	3hr	50% (50)	16	All

Total assessment	100% (100 Marks)		
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Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered	المواد المغطاة
Week 1	Distribution and Marketing Channels	
Week 2	Marketing Benefits Achieved by Distribution	
Week 3	Factors Influencing the Selection of Distribution Channels	
Week 4	Retail and Wholesale Trade	
Week 5	Promotion Policy: Concept and Importance	
Week 6	Promotional Message and Strategies	
Week 7	Elements of the Promotional Mix - Advertising	
Week 8	Sales Activation - Word-of-Mouth - Publicity - Personal Selling	
Week 9	Pricing Policy: Concepts Synonymous with Price	
Week 10	Pricing Objectives and Factors Affecting Pricing	
Week 11	Pricing Methods	
Week 12	Services Marketing - Service Marketing Concepts - Service Characteristics	
Week 13	Service Marketing Mix - Marketing Information Systems and Marketing Research	
Week 14	Digital Marketing	
Week 15	Midterm Exam	

Learning and Teaching Resources

مصادر التعلم والتدريس


	Text	Available in the Library?
Required Texts النصوص المطلوبة	▪ الديوه جي، ابي سعيد، (2001)، ادارة التسويق، دار ابن الاثير للطباعة والنشر، جامعة الموصل.	متوفر
Recommended Texts النصوص الموصى بها	رسائل واطاريح جامعية	متوفر
Websites المواقع الالكترونية		


Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A – Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D – Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E – Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-1206	Fundamentals of Marketing Management	8.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)

4	1	78	122
Description			
<p>This course aims to equip students with the fundamental concepts of marketing management in general, including its various aspects. It reviews marketing topics by presenting the concept of distribution, distribution channels, and the factors influencing channel selection. Students will then learn about promotion, its methods and strategies, the concept of price and its types, pricing policies, pricing objectives, and the concepts of wholesale and retail trade. The course also covers marketing information systems and marketing research, the concept of services marketing and service characteristics, and the concepts of e-marketing.</p>			


 الأستاذ المساعد الدكتور
 بشائر زكي القويحي


 م. نهدت وهداني

MODULE DESCRIPTION FORM

Course Description Form

Module Information			
Course information			
Module Title	Marketing Green Economics		Module Delivery
Module Type	C		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-1208		
ECTS Credits	5		
SWL (hr / sem)	125		
Module Level	1	Semester of Delivery	One
Administering Department	MM	College	MMM
Module Leader	Saif Abdullah Mustafa	e-mail	Saif.abdullh@uomosul.edu.iq
Module Leader's Acad. Title		Module Leader's Qualification	
Module Tutor	Name (if available)	e-mail	E-mail
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	10/14/2024	Version Number	1.0

Relation with other Modules			
Relationship with other subjects			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

Course objectives, learning outcomes, and guiding content

<p>Module Objectives</p> <p>Course objectives</p>	<ol style="list-style-type: none"> 10. their concepts and Green economy, green marketing the basics Learn 11. ntify the implications of sustainable developmentIde 12. the problems facing the implementation of green economy and Identify .green marketing 13. .Learn about ways to measure the green economy 14. Understanding green consumer concepts 15. marketing mix Defining the elements of the green 16. Defining the goals and importance of green marketing
<p>Module Learning Outcomes</p> <p>Learning outcomes for the subject</p>	<ol style="list-style-type: none"> 1. Introducing the student to the concept of marketing, the green consumer and its importance 2. cesIdentify green products and green pri 3. promotion strategies green marketing and green to Introducing the student 4. and green sectors Identifying the main areas of green consumption 5. Introducing the student to global and Arab models of sustainability and green marketing 6. t to green pricing, environmental marketing, and its Introducing the studen characteristics 7. Understanding the meaning of sustainable development, its concepts and implications 8. green Identifying the most important requirements for the transition to a economy
<p>Indicative Contents</p> <p>Guidance contents</p>	<p>The guidance content includes the following.</p> <p>Definition , the Green Economy and Sustainable Development Introduction to - Part A Green Products of Green Marketing, Green Consumers, and</p> <p>tal dimension , economic environmen Dimensions of sustainable development - dimension, social dimension</p> <p>Economic development indicators (social, environmental and economic -</p> <p>Operations in transformation the) Green For the economy theoretical The frame - wealth, index Estimates ndexi ,and consumption Production and patterns Production</p> <p>Environmentally friendly savings Net</p> <p>. green products Includes concepts of green marketing and - Part B</p>

	<ul style="list-style-type: none"> - New and enhanced markets marketing , opening The importance of green credibility - ompletely safe products and producing c) Green marketing objectives characteristics of green , services that are not harmful to the environment (marketing and promotion, examples of green marketing - Product, Pricing, Distribution, Promotion) Green Marketing Mix - Be , for various environmental issues consumer concern) Green consumer concerned about the environment and committed to the issues it addresses
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<p>Learning and Teaching Strategies</p> <p>Learning and teaching strategies</p>

<p>Strategies</p>	<p>nt participation inis to encourage stude course adopted in delivering this strategy while simultaneously improving and , preparing assignments and class discussions expanding their critical thinking skills. This will be achieved through interactive studies the presentation of simple case classroom and educational programs, and theoretical explanations of the subject that include some</p>
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<p>Student Workload (SWL)</p> <p>.weeks The student's academic load is calculated as 15</p>

Structured SWL (h/ sem)	63	Structured SWL (h/w)	6
Regular student load during the semester		udent workloadRegular weekly st	
Unstructured SWL (h/ sem)	62	Unstructured SWL (h/w)	7
Irregular student load during the semester		Irregular student study load per week	
Total SWL (h/ sem)	125		
The student's total academic load during the semester			

Module Evaluation					
Course material evaluation					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (20)	5, 12	All
	Seminar	3	10% (6)	3,6,9	1,2
	Assignments	6	5% (2)	Continuous	All
	Online	5	5% (2)		
	Onsite	1	10% (10)		
Report	1	10% (10)	13	3,4	
Summative assessment	Midterm Exam	1hr	10% (10)	7	All
	Final Exam	3 hours	50% (50)	15	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
Theoretical weekly curriculum	
	Material Covered Covered materials
Week 1	The theoretical framework for sustainable development
Week 2	Green economy and climate change
Week 3	Sustainable development goals and requirements
Week 4	Green For the economy theoretical The frame
Week 5	Institutions concerned with the green economy
Week 6	Green Economy Fields

Week 7	Green Economy Importance
Week 8	Requirements for transitioning to a green economy
Week 9	The importance and objectives of green marketing
Week 10	Characteristics of green marketing and environmental marketing
Week 11	Marketing Strategies Green -
Week 12	Advantages and disadvantages of green marketing
Week 13	Green Consumer and Green Products
Week 14	Green Marketing Mix
Week 15	exam
Week 16	week before the final exam

Learning and Teaching Resources		
rning and teaching resourcesLea		
	Text	Available in the Library?
Required Texts Required texts	Marketing for Sustainable Development Green Book / Najjar-Prof. Dr. Farid Al/	
Recommended Texts Recommended texts	Sustainable The Role of the Green Economy in Achieving . Development / PhD Thesis Dr. Saif Abdullah Mustafa	
Websites Websites		

Grading Scheme

Grading scheme			
Group	Grade	Marks %	Definition
Success Group (50 - 100)	A - Excellent	90 – 100	Outstanding Performance
	B - Very Good	80 – 89	Above average with some errors
	C - Good	70 – 79	Sound work with notable errors
	D - Satisfactory	60 – 69	Fair but with major shortcomings
	E - Sufficient	50 – 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	(45-49)	More work required but credit awarded
	F – Fail	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>			

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-1104	ting green economiesMarke	5	1
Class (hr /w)	Lect /Lab./ Prac./ Tutor	SSWL (hr / sem)	USSWL (hr /w)
3	1	63	62
Description			
<p>general and simplified understanding of the basic a to provide students with is intended course he importance economics , so that they can develop an understanding of t green concepts of of green economics and the reasons for its study and development, as well as learn about green marketing and understand the basic relationships and rules that govern green .green marketing mix economic and marketing activity, while studying the components of the</p>			



MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Principle of Statistics		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input checked="" type="checkbox"/> Seminar
Module Code	MMM-1207		
ECTS Credits	5		
SWL (hr/sem)	125		
Module Level	1	Semester of Delivery	2
Administering Department	MMM-1207	College	MMM
Module Leader	Zena amer Basheer	e-mail	
Module Leader's Acad. Title		Module Leader's Qualification	
Module Tutor	Asmaa Mohammed Ali	e-mail	
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	14/10/2024	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	NONE	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives أهداف المادة الدراسية</p>	<ol style="list-style-type: none">.1 Understanding statistical concepts..2 Understanding the concept of samples and their types..3 Understanding how to collect and classify data..4 Understanding and plotting the concept of proportional and cumulative frequency distributions..5 Understanding and plotting the concept of polygons, histograms, and frequency curves..6 Understanding geometric and graphical representations..7 Understanding the concept of the median and arithmetic mean..8 Understanding and plotting bar graphs and pie charts..9 Understanding the concept of correlation and how to calculate it.
<p>Module Learning Outcomes مخرجات التعلم للمادة الدراسية</p>	<p>The desired learning outcomes are as follows:</p> <ol style="list-style-type: none">.1 The student will understand the principles of statistical science..2 The student will be able to understand the nature and types of samples..3 The student will be able to comprehend and plot cumulative and relative frequency distributions..4 The student will be able to understand frequency polygons, histograms, and frequency curves..5 The student will be able to compare frequency distributions, polygons, histograms, and frequency curves..6 The student will be able to understand the arithmetic mean and median and how to calculate them.

	<p>.7The student will be able to understand bar graphs and pie charts.</p> <p>.8The student will be able to understand and comprehend geometric and graphical representations.</p> <p>.9The student will understand and comprehend correlation and how to calculate it.</p> <p>.10Students will be assigned daily homework.</p> <p>.11Dialogue and discussion.</p> <p>.12Interaction and communication.</p>
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The course content includes the following:</p> <p>Introduction to the Principles of Statistics, including:</p> <p>.1Introduction to Statistics.</p> <p>.2The concept of samples and their types.</p> <p>.3The concept of data and how to collect and classify it.</p> <p>.4The concept of proportional and cumulative frequency distributions and how to plot them.</p> <p>.5The concept of polygons, histograms, and frequency curves and how to plot them.</p> <p>.6The concept of geometric and graphical representations.</p> <p>.7The concept of median and arithmetic mean.</p> <p>.8Bar graphs and pie charts and how to plot them.</p> <p>.9Understanding the concept of correlation and how to calculate it.</p> <p>Total hours = SSWL 63 (exam hours) = 60 + 3 = 63 hours (timetable hours x 15 weeks)</p>

<p>Learning and Teaching Strategies استراتيجيات التعلم والتعليم</p>	
<p>Strategies</p>	<p>The main strategy to be adopted in delivering this course is to encourage student participation in assignments and class discussions, while simultaneously improving and expanding their thinking skills regarding statistical concepts. This will be achieved through interactive classroom sessions, lectures, and educational programs, as well as the presentation of statistical problems that include diagrams, graphs, and theoretical explanations of the material.</p>

Student Workload (SWL)

الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	62	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	125		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (20)	6 and 14	All
	Assignments	6	5% (2)	Continuous	1,2 and 8
	Online	5	5% (2)		1,2,3,5,9,10
	Onsite				
	Report	1	10% (10)	4 and 7	All
	Seminar	2	10%(6)	2,4,6,8,10,11	All
Summative assessment	Midterm Exam	1hr	10% (10)	14	All
	Final Exam	3hr	50% (50)	15	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Introduction to Statistics
Week 2	Samples
Week 3	Data Collection, Classification, Tabulation, and Presentation
Week 4	Tabular Presentation of Data
Week 5	Frequency Distribution
Week 6	Relative Frequency Distribution
Week 7	Cumulative Frequency Distribution
Week 8	Geometric and Graphical Presentation of Data
Week 9	Bar and Rectangle Graphs
Week 10	Pie Charts
Week 11	Line Graphs
Week 12	Polygons, Histograms, and Frequency Curves
Week 13	Arithmetic Mean
Week 14	Media
Week 15	Correlation
	Midterm Exam

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts النصوص المطلوبة	مبادئ الاحصاء / د. خاشع الراوي	متوفر
Recommended Texts	رسائل واطاريح جامعية	متوفر

النصوص الموصى بها	
Websites المواقع الالكترونية	

Grading Scheme مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A – Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D – Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E – Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				

Module 1

Code	Course/Module Title	ECTS	Semester
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MMM-1207	Principle of Statistics	5.00	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>This course aims to provide the student with concepts of the principles of statistics in general and their implications, along with a review of statistical topics and tools through a presentation of the concept of sampling, data collection and classification, and then to learn about the concept of the relative and cumulative frequency distribution, the frequency polygon, the frequency histogram, and the frequency curve and how to draw them graphically, the concept of the arithmetic mean and median and how to calculate them, as well as how to draw bar graphs, geometric and pie charts, and also to learn about the concept of correlation and how to calculate it.</p>			





MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	English Language2		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM1021		
ECTS Credits	2		
SWL (hr/sem)	50		
Module Level	1	Semester of Delivery	
Accounting Department	MAC	College	UOMM
Module Leader	رفل محمود جاسم	e-mail	rafal_mahmood@uomosul.edu.iq
Module Leader's Acad. Title	lecturer	Module Leader's Qualification	
Module Tutor		e-mail	
Peer Reviewer Name		e-mail	E-mail
Scientific Committee Approval Date	01/10/2024	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module مواد ممهدة	لا يوجد	Semester	
Co-requisites module مواد مكملة	لا يوجد	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	
Module Objectives	

<p>أهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1- Teaching students about greetings, the use of auxiliary verbs, numbers (1-10) and singular and plural 2- Teaching students about Countries, pronouns and possessives(her, his) 3- Teaching students about jobs, how to make negative and questions sentences 4- Teaching students about how to explain personal information and the use of numbers(11-20) 5- Teaching students about relationships with the family and friends, the use of possessives(our, their) 6- Teaching students about the use of have and has, and the use of alphabet with the correct pronunciation 7- Teaching students about to express the way I live, and present simple tense with (I, you, we, they) 8- Teaching students about the use of articles, languages, nationalities, numbers and prices. 9- Teaching students about how to express the time, the use of present simple tense with (he, she) 10- Teaching students about (always, sometimes, never), words that go together, and days of the week. 11- Teaching students about how to express my favorites, and the use of question words 12- Teaching students about how to express rooms, furniture, and the use of prepositions and directions
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> 1- The student is able to use am, is, are, and the numbers (1-10), and hoe to use singular and plural 2- The student is able to express (your world, countries) the use of (he, she, it) and possessives (his, her) 3- The student is able to express all about you, jobs, negatives, and questions 4- The student is able to express personal information, numbers (11-20) 5- The student is able to talk about family and friends, the use of possessives(our, their) 6- The student is able to use have, has. The alphabet 7- The student is able to express the way he live. The use of present simple with (I, you, they, we) 8- The student is able to use articles, how to express nationalities, languages, numbers and prices 9- The student is able to express the time, the use of present simple with (he, she) 10- The student is able to use(always, sometime, never) and days of the week 11- The student is able to express my favorites and question words 12- The student is able to express rooms, furniture, prepositions and directions
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>The instructional content includes the following:</p> <p>Part A - Class Lecture</p>

	<p>1- Studying letters and numbers in English, how to pronounce, write, and use them correctly.</p> <p>2- Studying some important English vocabulary words for daily life and how to use them in conversations, in addition to spelling them correctly.</p> <p>3- Studying the present simple tense in English and its uses.</p> <p>4- Studying articles and how to use them, in addition to prepositions, pronouns, possessive pronouns, and how to form singular and plural nouns.</p> <p>5- Studying how to express oneself in English and explaining family relationships and friendships.</p> <p>6- Expressing different languages and nationalities.</p> <p>7- Studying the days of the week and expressing time.</p> <p>8- Studying how to describe furniture, room components, directions, and location.</p> <p>Part B - Tutorial</p> <p>1- Using conversations and direct questions and answers to enable the student to understand and comprehend, and to answer correctly in English.</p> <p>2- Reading some texts to enable the student to understand and comprehend as many English vocabulary words as possible.</p> <p>3- Using oral reading of texts by the student to ensure correct pronunciation of vocabulary words.</p> <p>4- Using direct writing to Enabling the student to write correctly and fluently.</p> <p>5- Enabling the student to use language skills (reading, listening, writing, and speaking) effectively through various classroom activities and integrating them into daily life.</p> <p>Total hours = 60 = SSWL - (Exam hours) = 60 + 3 = 63 hours (Timetable hours x 15 weeks)</p>
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Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	<p>الاستراتيجية الرئيسية التي سيتم اتباعها في تقديم هذه الوحدة هي تشجيع مشاركة الطلاب في التمارين، وفي الوقت نفسه صقل وتوسيع مهارات التفكير النقدي لديهم. سيتم تحقيق ذلك من خلال الفصول الدراسية والدروس التفاعلية ومن خلال تحليل الحالات العملية لتطبيق المهارات اللغوية التي تنطوي على بعض أنشطة ومشاركة الطلاب في تطبيق هذه الحالات وتحليلها</p>
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Student Workload (SWL)

الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	33	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	5
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	17	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	3
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	50		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment التقييم التكويني	Quizzes	3	20% (15)	4,7,10,13	LO#1, #2, #3, LO #4, #5, LO #6 #7, LO #8 #9
	Online Assignments	1	5% (10)	Continuous	LO #3, #4 and #6, #7
	Onsite Assignments	4	5% (10)	Continuous	All
	Report	1	5% (5)	13	LO #5, #8 and #9
	Seminar	1	5%(5)	2,12	LO #6, #7, #8, #9
Summative assessment التقييم التلخيصي	Midterm Exam	1hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	Material Covered
Week 1	Hello, am\is\are, Numbers 1-10, plurals
Week 2	Your world, Countries, He\she\they, His\ her
Week 3	All about you, Jobs, Negatives and questions
Week 4	Personal information, Numbers 11-20
Week 5	Family and friends, Our\ their, possessive's
Week 6	The family, has\ have, The alphabet
Week 7	The way I live, Sports, Food, Drinks, Present simple- I, you, we, they
Week 8	a, an, Languages and Nationalities, Number and prices
Week 9	Every day, The time, Present simple- he\she
Week 10	Always, sometimes, never, Words that go together, Days of the week

Week 11	My favorites, Question words
Week 12	Me\ him\ us\ them, this\ that, adjectives
Week 13	Where I live, rooms and furniture
Week 14	There is\ are, Prepositions,
Week 15	Directions
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	New Headway Plus / Beginner Student's Boob. For : John and Liz Soars/ Oxford University Press	No
Recommended Texts		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
UOM1021	اللغة الانكليزية	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>This course aims to enabling students to:</p> <ol style="list-style-type: none"> 1- Teaching students about greetings, the use of auxiliary verbs, numbers (1-10) and singular and plural 2- Teaching students about Countries, pronouns and possessives (her, his) 3- Teaching students about jobs, how to make negative and questions sentences 4- Teaching students about how to explain personal information and the use of numbers (11-20) 5- Teaching students about relationships with the family and friends, the use of possessives (our, their) 6- Teaching students about the use of have and has, and the use of alphabet with the correct pronunciation 7- Teaching students about to express the way I live, and present simple tense with (I, you, we, they) 8- Teaching students about the use of articles, languages, nationalities, numbers and prices. 9- Teaching students about how to express the time, the use of present simple tense with (he, she) 10- Teaching students about (always, sometimes, never), words that go together, and days of the week. 11- Teaching students about how to express my favorites, and the use of question words <p>Teaching students about how to express rooms, furniture, and the use of prepositions and direction</p>			

أ.م.د. محمد عبد الرحمن

الجامعة العراقية
مركز البحوث والدراسات

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Computer

Module Information			
معلومات المادة الدراسية			
Module Title	Computer		Module Delivery
Module Type	B		<input type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM1031		
ECTS Credits	3		
SWL (hr/sem)	75		
Module Level	1	Semester of Delivery	2
Administering Department	MMM	College	Administration & Economics
Module Leader	Ibtisam Kareem Turki	e-mail	
Module Leader's Acad. Title	Assist. Lecturer	Module Leader's Qualification	Msc.
Module Tutor	د. حسن محمد نوري	e-mail	
Peer Reviewer Name	Hasan Mohammed Noori	e-mail	E-mail
تاريخ موافقة اللجنة العلمية	2024/10/14	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<ul style="list-style-type: none">•Introduction to basic computer skills and information technology concepts•Training on computer components•Familiarization with the Windows 11 operating system•Familiarization with Microsoft Word 2016•Using computers in daily life•Applying computer skills to serve the user <p>This course description provides a concise overview of the key features of Microsoft Word 2016 and the Windows 11 operating system. This helps students understand how to use computers in practical and academic settings.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>.1Basic Computer Skills:</p> <ul style="list-style-type: none">-Properly turning the computer on and off.-Understanding the different computer components and their functions. <p>.2Operating System Skills:</p> <ul style="list-style-type: none">-Ability to navigate the operating system (e.g., Windows, macOS, or Linux).-File and Folder Management: Creating, copying, moving, and deleting files and folders. <p>.3Productivity Software:</p> <ul style="list-style-type: none">-Using word processing software (e.g., Microsoft Word or Google Docs).-Creating and editing spreadsheets (e.g., Microsoft Excel or Google Sheets). <p>.4Internet Skills:</p> <ul style="list-style-type: none">-Effectively browsing the web and using search engines.-Knowing how to set up and use email.-Understanding basic online security and protecting personal data. <p>.5Advanced Technical Skills:</p> <ul style="list-style-type: none">-Understanding programming fundamentals (e.g., basic programming principles if part of the curriculum).-Knowing how to install and uninstall programs and applications.-Ability to troubleshoot basic technical problems. <p>.6Online Collaboration Skills:</p>

	<p>-Using online collaboration tools such as Google Drive or Microsoft OneDrive. - Participate in online meetings and seminars using tools such as Zoom or Microsoft Teams.</p> <p>.7Digital Ethics:</p> <p>-Understand the ethical issues related to the use of technology.</p> <p>-Be aware of and respect intellectual property rights.</p>
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The computer skills course content aims to provide a comprehensive educational framework that helps students acquire basic and advanced skills in using computers and their technologies. This content can be divided into several main units or topics, including:</p> <p>.1Introduction to Computers:</p> <p>-Definition of a computer: What is a computer, and its history.</p> <p>-Types of computers: Personal computers, laptops, tablets, and supercomputers.</p> <p>-Computer components: Hardware and software.</p> <p>.2Operating Systems:</p> <p>-Introduction to operating systems: Definition of an operating system and examples (such as Windows, macOS, and Linux).</p> <p>-Navigating the operating system: Starting up, using the desktop, and managing windows.</p> <p>-Managing files and folders: Creating, copying, moving, and deleting files and folders.</p> <p>.3Productivity Programs:</p> <p>-Word processing: Using programs such as Microsoft Word or Google Docs to create and format documents.</p> <p>-Spreadsheets: Using programs such as Microsoft Excel or Google Sheets to organize and analyze data.</p> <p>.4Internet and Communications:</p> <p>-Internet Basics: How to connect to the internet, use web browsers, and perform</p>

	<p>effective searches using search engines.</p> <ul style="list-style-type: none"> -Email: Creating and managing an email account, and sending and receiving messages. -Online Communication: Using tools such as Zoom, Microsoft Teams, and Google Meet. <p>.5Basic Programming:</p> <ul style="list-style-type: none"> -Introduction to Programming: Definition and importance of programming. -Programming Languages: An overview of common programming languages such as Python and JavaScript. -Writing Basic Code: Creating simple programs and understanding programming logic. <p>.6Digital Ethics:</p> <ul style="list-style-type: none"> -Ethics in Technology Use: Responsible use of technology and intellectual property rights. -Dealing with Digital Content: Respecting copyright and handling inappropriate content. <p>.7Basic Computer Maintenance:</p> <ul style="list-style-type: none"> -Preventive Maintenance: Cleaning hardware and updating software. -Basic Troubleshooting: Troubleshooting and reinstalling the operating system
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Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	<p>Teaching and learning strategies for computer skills include several methods and approaches aimed at enhancing and deepening learners' understanding in this field. Some effective strategies include:</p> <ul style="list-style-type: none"> .1Project-based learning: Using practical projects to apply acquired skills, helping students understand how to use software and technical tools in real-world contexts. .2Collaborative learning: Encouraging students to work in groups to solve problems,

	<p>which enhances their communication and collaboration skills.</p> <p>.3Blended learning: Combining traditional (face-to-face) education with e-learning to ensure a comprehensive learning experience.</p> <p>.4Practical application and exercises: Providing opportunities for students to apply what they have learned through practical exercises, which helps solidify information.</p> <p>.5Using educational games: Utilizing interactive games and applications to increase learner engagement and motivation.</p> <p>.6Self-learning strategies: Encouraging students to explore available online educational resources and learn skills independently.</p> <p>.7Continuous assessment: Using diverse assessment methods to monitor student progress and ensure their understanding of the content.</p> <p>.8Hands-on lab training: Providing well-equipped computer labs to apply acquired skills in a professional environment.</p> <p>.9These strategies help make learning computer skills more effective and motivating for learners.</p>
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Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	48	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	3
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	27	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	2
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	75		

Module Evaluation تقييم المادة الدراسية				
	Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome

Formative assessment	الامتحانات	1hr/2	10% (20)	5,10	All
	الواجبات البيتية	1hr/5	5% (2)	3,6,9,12,15	نظام ويندوز
	واجبات داخل الكلية	1hr/2	5% (2)	8,14	تطبيقات ويندوز
	التقرير	1hr	10% (1)	15	All
Summative assessment	المختبر	2hr	10% (5)	7	ويندوز و وورد 2016
	امتحان النصف	1hr	10%(1)	15	All
	الامتحان النهائي	3hr	50% (50)	16	All
التقييم الإجمالي			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Computer Components, Introduction
Week 2	Computer Components
Week 3	Windows 11, Introduction
Week 4	Windows 11 Interface
Week 5	Desktop and Basic Icons
Week 6	Windows 11 Settings Window
Week 7	Windows 11 Desktop Background and Screensaver
Week 8	First Semester Exam
Week 9	Uninstalling and Installing Programs or Applications
Week 10	User Accounts
Week 11	Files and Folders
Week 12	Introduction to Microsoft Word 2016

Week 13	File Menu
Week 14	Home and Insert Tabs
Week 15	Design and Layout Tabs

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Covered Materials
Week 1	Practical Application: Windows 11 Interface
Week 2	Practical Application: Windows Installation
Week 3	Practical Application: Dealing with Uninstalling and Installing Programs
Week 4	Practical Application: User Accounts
Week 5	Practical Application: Files and Folders
Week 6	Practical Application: Introduction to Word 2016
Week 7	Practical Application: Word Menus

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
النصوص المطلوبة	محمد مالك , ابن بلال الزغبى	لا
النصوص الموصى بها	مقدمة في مهارات الحاسوب / تأليف محمد مالك وآخرون	لا
المواقع الإلكترونية		

Grading Scheme


مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
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Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	أداء مذهل
	B - Very Good	جيد جدا	80 - 89	فوق المتوسط مع بعض الأخطاء
	C - Good	جيد	70 - 79	عمل سليم مع وجود أخطاء ملحوظة
	D - Satisfactory	متوسط	60 - 69	عادلة ولكن مع عيوب كبيرة
	E - Sufficient	مقبول	50 - 59	العمل يلبي الحد الأدنى من المعايير
Fail Group (0 - 49)	FX - Fail	راسب (قيد المعالجة)	(45-49)	مطلوب المزيد من العمل ولكن تم منح الائتمان
	F - Fail	راسب	(0-44)	كمية كبيرة من العمل المطلوب

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
UOM1031	COMUTER	3	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	48	27
Description			
<p>This course aims to provide the student with the basic concepts of computer skills, information technology, training on computer components, familiarization with the use of the Windows 11 operating system, familiarization with the use of Word 2016, use of computers in daily life, and employing computer skills in the service of the user.</p>			
			

2
الأستاذ المساعد الدكتور
بشار عبد الحكيم التويج



م. س.م. عازم حبيب

MODULE DESCRIPTION FORM

Stage 2 SEMESTER 3

Module Information				
معلومات المادة الدراسية				
Module Title	MARKETING SERVICES		Module Delivery	
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	MMM-2307			
ECTS Credits	7			
SWL (hr/sem)	175			
Module Level	2	Semester of Delivery		3
Administering Department	MMM	College of Administration and Economics	MCOAE	
Module Leader	Shaima Nathim Hamdoon		e-mail	shaima_nazem@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	MSc.	
Module Tutor	N.A		e-mail	E-mail
Peer Reviewer Name	Prof. Dr.Munther Khuder Yaqoob		e-mail	monther_khuder@uomosul.edu.iq
Scientific Committee Approval Date	01/9 /2025	Version Number	1.0	

Relation with other Modules				
Prerequisite module	None		Semester	
Co-requisites module	None		Semester	

Module Aims, Learning Outcomes and Indicative Contents

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1. To provide students with a comprehensive understanding of service concepts, characteristics, and their role within marketing organizations. 2. To introduce students to the elements of the service marketing mix, which serves as a fundamental basis for developing and improving the policies of service marketing organizations. 3. To give students an understanding of the factors influencing the elements of the service marketing mix.
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> .1To understand the key concepts of services marketing, which is a fundamental aspect of marketing. .2To understand the marketing environment of the service. .3To understand the elements of the service marketing mix within an organization. .4To understand the perception of services. .5To understand the mechanisms of online product marketing. .6To understand the relationship between the service organization and its customers. .7To understand the quality of services provided by the organization.
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>Indicative content includes the following.</p> <p><u>Introduction to Service Marketing in Business Organizations</u></p> <p><u>Service Concept, Objectives, and Environment</u></p> <p><u>Service Characteristics</u></p> <p><u>Service Design</u></p> <p><u>Service Perception</u></p> <p><u>Service Quality</u></p> <p><u>Elements of the Service Marketing Mix</u></p> <p><u>Service Concept</u></p> <p><u>Electronic Service</u></p> <p><u>Service Pricing</u></p> <p><u>Service Promotion</u></p>

	<u>Service Distribution</u> <u>Personnel</u> <u>Physical Evidence</u> <u>Processes</u> <u>Service Organization's Relationship with Customers</u> <u>Midterm Exam</u>
Learning and Teaching Strategies	
Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and by considering simple experiments and models that involve sampling activities of interest to the students.

Student Workload (SWL)			
الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	112	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	175		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6,

assessment					#7
	On line Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6,
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #4, and #7
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Understanding the concept of service and its characteristics
Week 2	The concept of service and the service marketing mix
Week 3	Service pricing
Week 4	Service promotion
Week 5	Service distribution
Week 6	People, processes, and physical evidence
Week 7	Exam 1

Week 8	The concept of service reputation
Week 9	Steps to building service reputation
Week 10	Service design and standards
Week 11	Building customer relationships in service organizations
Week 12	The concept of service quality
Week 13	Digital marketing of services
Week 14	Service marketing applications in healthcare, banking, and education organizations
Week 15	Exam 2

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

Material Covered

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	رانيا المجني، 2020، تسويق الخدمات، الجامعة الافتراضية السورية	Yes
Recommended Texts	Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler. (2019), "SERVICEE Marketing INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM", Third European Edition, UK.	Yes
Websites		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-2307	MARKETING SERVICES	7	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	112
Description			
<p>This course aims to provide the student with the concept of service, its characteristics and types, the elements of the service marketing mix consisting of seven main elements, as well as identifying the marketing environment that affects service marketing, the quality of the service provided, electronic marketing of the service, as well as identifying the mental position, explaining the role and identifying the relationship between the service organization and customers, as well as providing applications for service marketing in health, banking and educational organizations.</p>			


 الأستاذ المساعد الدكتور
 بشائر ذائق التوبجي


 جامعة الموصل
 كلية الإدارة والاقتصاد
 قسم إدارة التسويق
 د. هادي هادي

MODULE DESCRIPTION FORM

Module Information			
Module Title	Marketing Supplies	Module Delivery	
Module Type	Core	<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input checked="" type="checkbox"/> Seminar	
Module Code	MMM-2308		
ECTS Credits	5		
SWL (hr/sem)	125		
Module Level	2	Semester of Delivery	3
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Mohammad Mahmood Al-Mulla Hasan	e-mail	mohamed_almola@uomosul.edu.iq
Module Leader's Acad. Title	Assist. Pro. Dr	Module Leader's Qualification	Dr.
Module Tutor	N.A	e-mail	E-mail
Peer Reviewer Name	N. A	e-mail	E-mail
Scientific Committee Approval Date	2025/6/4	Version Number	1.0

Relation with other Modules			
Prerequisite module	None	Semester	

Co-requisites module	None	Semester	
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Module Aims, Learning Outcomes and Indicative Contents	
Module Objectives	<ol style="list-style-type: none"> 1. Understanding the fundamental concepts of marketing supply**: The student becomes familiar with concepts such as the supply chain, distribution, warehousing, transportation, and delivery, and their relationship to the marketing process. 2. Identifying the main activities in marketing logistics management**: Understanding how to manage inventory, transportation methods, selection of distribution channels, and effective product delivery strategies. 3. Applying modern tools and techniques in logistics**, including knowledge of the latest technological trends such as Supply Chain Management (SCM) systems and smart order tracking. 4. Analyzing real-world case studies** to understand the practical challenges faced by companies in supply operations. 5. Developing critical thinking and decision-making skills** in managing complex logistical operations.
Module Learning Outcomes	<ol style="list-style-type: none"> 1. Explaining the fundamental concepts of marketing supply and the supply chain**, and linking them to various marketing activities. 2. Identifying the main components of logistics management**, such as transportation, warehousing, distribution, and inventory. 3. Selecting appropriate distribution channels and transportation strategies** that align with the nature of the product and the target market. 4. Applying modern tools and techniques in the field of supply**, such as SCM systems and smart order tracking. 5. Analyzing real-world challenges through case studies** and proposing appropriate logistical solutions. 6. Developing critical thinking and teamwork skills** in addressing supply chain problems and making appropriate decisions.
Indicative Contents	<p><u>The Marketing Supply course focuses on the following topics:</u></p> <ol style="list-style-type: none"> 1. The concept of supply and its historical development 2. Primary and secondary activities of marketing supply 3. The organizational structure required for supply management within the organizational environment 4. Transportation: its importance and various modes 5. Warehousing: types and inventory control 6. Handling and its principles

	7. Scientific foundations of every purchasing process 8. Supply chain management and its principles 9. Supply chains in the digital environment
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Learning and Teaching Strategies

Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through classroom sessions and interactive lessons, as well as by considering simple types of experiments that involve some sampling activities relevant to the students.
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Student Workload (SWL)

Structured SWL (h/sem)	63	Structured SWL (h/w)	7
Unstructured SWL (h/sem)	62	Unstructured SWL (h/w)	6
Total SWL (h/sem)	125		

Module Evaluation

As		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6,
	On line Assignments	5	5% (5)	2 and 12	LO #3, #4 and #5,
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #3, and #5
	Onsite Assignments	4	5% (5)	Continuous	All

Summative assessment	Midterm Exam	2hr	20% (10)	8	LO #1 - #2 and #6
	Final Exam	3hr	50% (50)	15	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
	Material Covered
Week 1	The concept and historical development of supply management
Week 2	Importance and objectives of supply management
Week 3	Internal organization of supply management
Week 4	Transportation activity and its importance
Week 5	Objectives and means of transportation
Week 6	Factors determining the choice of transportation means
Week 7	Warehousing activity and its importance
Week 8	Objectives of warehousing and types of warehouses
Week 9	Customer service activity: its importance and objectives
Week 10	Secondary supply activities / handling activity
Week 11	Secondary supply activities / packing and packaging activity
Week 12	The five scientific foundations of purchasing
Week 13	Supply chain management and its principles
Week 14	Elements of supply chains and the electronic supply chain
Week 15	Midterm exam

Delivery Plan (Weekly Lab. Syllabus)

Material Covered

Learning and Teaching Resources

	Text	Available in the Library?
Required Texts	Theses, dissertations, and scientific books	Yes
Recommended Texts	Various skills and methods for dealing with marketing supply skills	Yes
Websites		

Grading Scheme

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 14

Code	Course/Module Title	ECTS	Semester
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MMM-2308	Marketing Supplies	5	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	62
Description			
<p>This course aims to provide the student with the fundamental concepts of marketing supply, its components, elements, and types, while addressing the historical development of the supply chain and its role in supporting marketing activities. It also highlights modern trends in supply management and the impact of globalization and technology on the efficiency of supply chains. The course covers coordination mechanisms between logistical and marketing activities, the importance of partnerships between suppliers and distributors, as well as reviewing guarantees and general standards that ensure the quality and efficiency of logistics services. Additionally, the course includes the study of successful models in supply management and ways to enhance the sustainability of the supply chain within the framework of corporate social responsibility.</p>			



Handwritten signature in blue ink, dated 2024, with the name 'محمد محمود' (Mohammed Mahmoud) written below it.

Handwritten signature in blue ink, dated 2024, with the name 'إستاد المساعد الدكتور' (Assistant Professor Dr.) and 'بشار ذاك التويجي' (Bashar Zak Al-Touji) written below it.

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Fundamentals of Marketing Mix		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-2309		
ECTS Credits	5		
SWL (hr/sem)	125		
Module Level	2	Semester of Delivery	
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Dr. Abdulbari abdulmajeed ahmed		e-mail
			abdulbary_ahmed@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	Ph.D
Module Tutor	N.A		e-mail
			E-mail
Peer Reviewer Name	Assist. Prof. Omar Yaseen	e-mail	
Scientific Committee Approval Date	01/9 /2025	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>This course focuses on two fundamental elements of the marketing mix: product and pricing. It aims to equip students with the theoretical knowledge and practical skills to understand how to develop and price products effectively within the contemporary marketing context. The course covers basic product-related concepts, including product design and management, new product development strategies, idea generation methodologies, and problem-solving approaches in competitive markets. It also discusses pricing concepts and strategies, including price determinants, different pricing strategies, psychological pricing, and the interaction of price with demand, costs, and competition.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>.1To introduce students to the concept of a product and its stages in the Product Life Cycle.</p> <p>.2To understand the different types of products (goods, services, consumer goods, and industrial goods) and the characteristics of each.</p> <p>.3To analyze the components of a product: the basic product, the actual product, and the enhanced product.</p> <p>.4To develop students' ability to generate new product ideas.</p> <p>.5To train students in the steps of New Product Development (NPD) from concept to launch.</p> <p>.6To understand product differentiation strategies and build competitive value.</p> <p>.7To introduce students to the importance of pricing and its role in the marketing mix (4Ps).</p> <p>.8To identify the factors influencing pricing decisions: costs, competition, demand, and regulations.</p> <p>.9To understand pricing policies in different markets: B2B, B2C, and services.</p> <p>.10To address issues related to discounts, sales, promotions, and seasonal pricing.</p>
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>Indicative content includes the following.</p> <p><u>Product Concepts and Fundamentals</u></p> <p><u>Product Levels and Forms</u></p> <p><u>Idea Generation Components and Sources of Product Ideas</u></p>

	<u>Product Concept Testing and Methods</u> <u>Sources and Methodologies for Gathering Information on Problems</u> <u>Concepts and Stages of New Product Design</u> <u>Types of Product Development Strategies</u> <u>The Concept of Price, its Importance and Objectives</u> <u>Pricing Methods</u> <u>Pricing Across the Product Lifecycle</u> <u>Factors Affecting Price Determination (Internal and External)</u> <u>Stages and Steps of Price Determination</u> <u>Using Artificial Intelligence in Pricing Decisions</u> <u>The Role of Pricing in Online Marketing and Social Media Platforms</u> <u>End-of-Course Exam</u> <u>إرسا</u>
Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and by considering simple experiments and models that involve sampling activities of interest to the students.

Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	78	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	5
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	47	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	125		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6, #7
	On line Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6,
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #4,and #7
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Understanding the concept of the marketing mix, its objectives, and characteristics.
Week 2	Understanding the concept of the product and the importance of products.
Week 3	Understanding product levels and forms.
Week 4	Understanding the components of new product idea generation and sources of ideas.
Week 5	Understanding methods for testing new product ideas.
Week 6	Studying types of problems related to product introduction to the market.

Week 7	Exam 1:
Week 8	Understanding the concept, importance, and objectives of pricing.
Week 9	Studying pricing methods.
Week 10	Understanding internal and external factors affecting price determination.
Week 11	Studying the stages and steps of price determination.
Week 12	Understanding the role of pricing in online marketing and social media platforms.
Week 13	Understanding the obstacles organizations face in setting prices.
Week 14	Studying international pricing methods for organizations.
Week 15	Exam 2

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

Material Covered

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	<p>1. كتاب إدارة المنتجات / محمود الصميدعي ، ردينة عثمان 2016 / بحوث ومقالات ، كتاب إدارة المنتج: د. محمد خضر، 2020</p> <p>2. ديب، حيان (٢٠١٧)، مدخل إلى التسويق الجامعة الافتراضية السورية، دمشق، سورية.</p> <p>3. عبيدات، محمد ابراهيم (٢٠١5)، أساسيات التسعير في التسويق المعاصر، دار المسيرة للنشر والتوزيع والطباعة، عمان، الأردن.</p>	Yes
Recommended Texts	<p>1.Kotler Philip, Armstrong Gary, Harris Lloyd C., Piercy Nigel,., Y,2017 Principles of Marketing, 7th European Edition, Pearson Education,.</p> <p>2.Smith Tim J.,2012 Pricing Strategy: Setting Price Levels, Managing Price Discounts, & Establishing Price Structures, South-Western Cengage Learning</p>	Yes

Websites	
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Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX - Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F - Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-2309	Fundamentals of Marketing Mix	5	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	78	47
Description			
<p>This course aims to provide the student with the concept of the marketing mix and its characteristics, the elements of the marketing mix, as well as to understand how to develop and manage products throughout their life cycle, to learn about product strategies, and also to know the concepts of pricing, its objectives, pricing methods and the factors affecting it, and to acquire market analysis skills to make effective decisions regarding the product and price.</p>			

الاستاذ المساعد الدكتور
م.م. و.ع. عبد الجبار محمد الكبيسي

م.م. و.ع. عبد الجبار محمد الكبيسي

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Quantitative Methods & SPSS Applications		Module Delivery
Module Type	B		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input checked="" type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-23010		
ECTS Credits	6		
SWL (hr/sem)	150		
Module Level	2	Semester of Delivery	
Administering Department	MMM-23010	College of Administration and Economics	MCOAE
Module Leader	Najdat Mustafa Musaib	e-mail	najdat.almehrab@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	MSc.
Module Tutor	N.A	e-mail	E-mail
Peer Reviewer Name	Mustafa Faisal Saeed Ali Saad Aaid	e-mail	
Scientific Committee Approval Date	01/9 /2025	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>.1This course aims to teach students how to translate theoretical problems into quantitative terms, solve them, and arrive at optimal solutions in marketing organizations. It also aims to equip students with skills in working with logical models. Furthermore, it introduces students to the concepts of statistical analysis, how to conduct paper and electronic surveys, and enables them to calculate frequencies and percentages. Finally, it familiarizes them with the concepts of central tendency and parametric and non-parametric tests.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>.1Introduction to Linear Programming</p> <p>.2How to Formulate a Linear Programming Model</p> <p>.3Identifying Points on a Graph</p> <p>.4Reaching the Optimal Solution</p> <p>.5How to Conduct a Survey</p> <p>.6How to Work with SPSS Variables</p> <p>.7How to Analyze a Survey</p> <p>.8Introduction to Descriptive Statistics</p>
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>Indicative content includes the following.</p> <p><u>Linear Programming</u></p> <p><u>Formulating a Linear Programming Model</u></p> <p><u>Methods for Solving Linear Programming Models</u></p> <p><u>Graphing</u></p> <p><u>Graphing Techniques</u></p> <p><u>Special Cases of Graphing</u></p> <p><u>Optimizing the Solution Using Simplex</u></p> <p><u>Questions</u></p> <p><u>Overview of SPSS</u></p> <p><u>Defining Variables and Missing Values</u></p> <p><u>Questionnaire Analysis</u></p> <p><u>Data Exploration</u></p> <p><u>Graphs in SPSS</u></p> <p><u>Descriptive Statistics Table</u></p>

	<u>Outliers and Missing Values</u>
Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and by considering simple experiments and models that involve sampling activities of interest to the students.

Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	48	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	5
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	102	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	150		

Module Evaluation تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6, #7
	On line Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6,
	Seminar	2	5% (5)	6 and 13	All

	Report	1	5% (5)	13	LO #1, #4, and #7
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #8
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	Material Covered
Week 1	Introduction to Quantitative Methods
Week 2	Formulating a Linear Programming Model
Week 3	Methods for Solving Linear Programming Models
Week 4	Graphing Methods
Week 5	Special Cases of Graphing
Week 6	Optimal Solution Method Using Simplex
Week 7	Exam 1
Week 8	Overview of SPSS
Week 9	Defining Variables and Missing Values
Week 10	Questionnaire Analysis
Week 11	Data Exploration
Week 12	Graphs in SPSS
Week 13	Descriptive Statistics Table
Week 14	Outliers and Missing Values

Week 15	Exam 2
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Delivery Plan (Weekly Lab. Syllabus)	
المنهاج الاسبوعي للمختبر	
	Material Covered
Week 1	تعريف المتحولات والقيم المفقودة
Week 2	تحليل الاستبيان
Week 3	استكشاف البيانات
Week 4	spss المخططات البيانية في برنامج
Week 5	جدول الاحصاء الوصفي
Week 6	القيم الشاذة والقيم المفقودة
Week 7	امتحان عملي

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	<p>بحوث العمليات – دلال صادق الجواد، حمي ناصر الفتال 2008</p> <p>الأساليب الكمية في التسويق – محمود الصميدعي، ردينة عثمان</p> <p>التحليل الاحصائي للاستبيانات باستخدام برنامج IBM SPSS Statistic</p> <p>غيث البحر و د. معن التنجي</p>	Yes
Recommended Texts	محاضرات من الانترنت عن الأساليب الكمية	Yes
Websites		

Grading Scheme
مخطط الدرجات

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Computer & AI		Module Delivery
Module Type	3		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input checked="" type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM-201		
ECTS Credits	3		
SWL (hr/sem)	75		
Module Level	2	Semester of Delivery	
Administering Department	Marketing Management	College of Administration and Economics	MCOAE
Module Leader	Saif Khalid Zakaria	e-mail	Saif_khalid@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	M.SC
Module Tutor	N.A	e-mail	E-mail
Peer Reviewer Name		e-mail	
Scientific Committee Approval Date		Version Number	0.1

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>.1To provide marketing management students with fundamental knowledge of computer networks, their types, and information security principles.</p> <p>.2To enable students to understand e-commerce applications and digital banking services and their role in marketing activities.</p> <p>.3To give students a comprehensive understanding of artificial intelligence principles and their applications in business and smartphones.</p> <p>.4To support students' skills in using artificial intelligence tools and applications to analyze consumer behavior and improve marketing campaigns.</p> <p>.5To develop students' abilities to diagnose and resolve common hardware and software problems.</p> <p>.6To promote ethical awareness and digital responsibility when using data and artificial intelligence technologies in the marketing field.</p> <p>To enable students to keep up with modern technological trends and make data-driven and innovative marketing decisions.</p> <p>إرسا</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>.1Explain the fundamentals of computer networks, their components, types, and the concepts of information security and digital threats.</p> <p>.2Demonstrate the applications of e-commerce and digital banking services and their role in supporting marketing activities.</p> <p>.3Explain the principles of artificial intelligence (AI), its history, characteristics, and applications in business and smartphones.</p> <p>.4Use computer tools and problem-solving techniques to diagnose common hardware and software malfunctions.</p> <p>.5Employ AI applications to analyze consumer behavior, enhance user experience, and develop marketing campaigns.</p> <p>.6Apply smart assistants and AI-powered mobile applications in digital marketing communication.</p>

	<p>.7Evaluate emerging trends in AI and related marketing technologies and connect them to development opportunities in the field of marketing.</p> <p>.8Commit to the ethical and responsible use of AI technologies, taking into account privacy and digital responsibility.</p> <p>.9Demonstrate an advanced awareness of cybersecurity and its impact on data protection in business and digital marketing environments.</p> <p>.10Practice critical thinking and make marketing decisions based on data and AI-powered analytics.</p>
<p><u>Indicative Content</u></p>	<p><u>Indicative content includes the following:</u></p> <p><u>.1Introduction to Computer Networks</u></p> <p><u>.2Types of Networks and Network Infrastructure Components</u></p> <p><u>.3Fundamentals of Network Security and Digital Threats</u></p> <p><u>.4Introduction to E-commerce</u></p> <p><u>.5Digital Banking and Electronic Payment Systems</u></p> <p><u>.6Basic Concepts in Computer Maintenance</u></p> <p><u>.7Maintenance Tools and Techniques for Troubleshooting</u></p> <p><u>.8Introduction to Artificial Intelligence: Concepts and History</u></p> <p><u>.9Characteristics, Benefits, and Challenges of Artificial Intelligence</u></p> <p><u>.10Artificial Intelligence in Smartphones and Digital Assistants</u></p> <p><u>.11Applications of Artificial Intelligence in Marketing, Education, Health, and Transportation</u></p> <p><u>.12Applications of Artificial Intelligence in Finance, Robotics, and Automation</u></p> <p><u>.13Artificial Intelligence and Society: Socioeconomic Impacts</u></p> <p><u>.14Ethical Issues in Artificial Intelligence and Future Trends</u></p> <p><u>.15Midterm Exam</u></p>
<p>Learning and Teaching Strategies</p> <p>استراتيجيات التعلم والتعليم</p>	
<p>Strategies</p>	<p>.1Interactive Lectures: Presenting theoretical content using direct explanations supported by real-world examples related to digital marketing and artificial intelligence.</p> <p>.2Practical Demonstrations: Demonstrating how to use various AI applications or tools, and how to troubleshoot simple computer problems.</p>

	<p>.3Problem-Based Learning: Assigning students the task of solving real-world technical or marketing problems related to networks, e-commerce, or artificial intelligence.</p> <p>.4Collaborative Learning: Dividing students into groups to complete tasks or discuss AI applications in smartphones or marketing.</p> <p>.5Classroom Discussions: Encouraging dialogue on the ethical issues of AI, information security, and digital challenges in the marketing job market.</p> <p>.6Project-Based Learning: Assigning students a simple project, such as analyzing AI applications in marketing or a case study on digital services.</p> <p>.7Multimedia: Utilizing educational videos, simulations, and visual presentations to enhance understanding of technical concepts.</p> <p>Homework and Research Tasks: Assigning short research projects to analyze emerging trends in artificial intelligence or e-commerce.</p>
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Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	27	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	48	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	75		

Module Evaluation تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6,

assessment					#7, #9, #10
	On line Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6, #9
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #4, #7, and #10
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #10
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Security and Networks: Introduction to Computer Networks
Week 2	Security and Networks: Types of Networks and Their Basic Components
Week 3	Security and Networks: Network Security and Digital Threats
Week 4	E-commerce: Concepts and Digital Business Models
Week 5	E-commerce: Electronic Banking (Online Banking, ATMs, SMS, E-Payments, Mobile Banking)
Week 6	Computer Troubleshooting: Identifying Common Hardware and Software Problems
Week 7	Computer Troubleshooting: Basic Tools and Procedures for Troubleshooting
Week 8	Introduction to Artificial Intelligence: Definition, History, and Fields
Week 9	Introduction to Artificial Intelligence: Characteristics, Benefits, and Challenges
Week 10	The Role of Artificial Intelligence in Smartphones: Smart Assistants (Siri, Google Assistant, Alexa)
Week 11	The Role of Artificial Intelligence in Smartphones: Adaptive Learning and Real-Time Translation

Week 12	Applications and Tools of Artificial Intelligence: Education, Health, and Transportation
Week 13	Applications and Tools of Artificial Intelligence: Marketing, Advertising, Finance, Robotics, and Automation
Week 14	Artificial Intelligence and Society: Social Impact, Ethical Challenges, Privacy, The Future of Jobs, and Future Trends
Week 15	Final Exam

Delivery Plan (Weekly Lab. Syllabus) المنهاج الاسبوعي للمختبر	
	Material Covered
Week 1	_____
Week 2	_____
Week 3	_____
Week 4	_____
Week 5	_____
Week 6	_____
Week 7	_____

Learning and Teaching Resources مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	<p>Banafa, A. (2024). <i>Introduction to artificial intelligence (AI)</i> (1st ed.). Independently Published</p> <p>Brown, G., & Watson, D. (2020). <i>Cambridge IGCSE information and communication technology</i> (3rd ed.). Cambridge University Press.</p> <p>Evans, A., Martin, K., & Poatsy, M. A. (2020). <i>Technology in</i></p>	Yes

	<i>action complete</i> (16th ed.). Pearson.	
Recommended Texts	Frye, C., & Lambert, J. (2019). <i>Microsoft Office 2019 step by step</i> . Microsoft Press. القصير جبارة، أ. ع. (2016). <i>الحاسبات والرياضيات</i> . عادل، ع. الغفور. (2005). <i>مدخل إلى عالم الذكاء الاصطناعي</i> .	Yes
Websites		

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				

Code	Course/Module Title	ECTS	Semester
UOM-201	2	3	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	27	48
Description			
<p>This course aims to equip marketing management students with fundamental knowledge and practical skills related to computer technologies, networks, and digital security. It also aims to foster an understanding of e-commerce and online banking applications, as well as introduce them to the principles and concepts of artificial intelligence (AI) and its modern applications in smartphones and various sectors. The course covers topics such as network security, digital services, computer troubleshooting and repair, and the practical applications of AI in education, healthcare, transportation, marketing, advertising, and finance. Furthermore, it addresses the social impacts and ethical challenges associated with these technologies. The course also aims to develop students' ability to effectively utilize digital technologies in marketing environments and enhance their awareness of the security and ethical issues related to the use of data and modern technology.</p>			


 الأستاذ المساعد الدكتور
 بشارة كز التويجيا


 مدرس المادة: سيف خالد زكريا

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	اللغة الإنكليزية 2		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM-201		
ECTS Credits	2		
SWL (hr/sem)	50		
Module Level	2	Semester of Delivery	
Accounting Department	MAC	College	UOMM
Module Leader	Rafal Mahmood Jasim	e-mail	rafal_mahmood@uomosul.edu.iq
Module Leader's Acad. Title	Assist. Prof.	Module Leader's Qualification	
Module Tutor		e-mail	
Peer Reviewer Name		e-mail	E-mail
Scientific Committee Approval Date	01/10/2025	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module مواد ممهدة	لا يوجد	Semester	
Co-requisites module مواد مكملة	لا يوجد	Semester	

Module Aims, Learning Outcomes and Indicative Contents
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives أهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1- Teaching students about questions and tense revision 2- Teaching students about Rights word, wrong word, Social expressions 3- Teaching students about Present tenses, have/ have got 4- Teaching students about how to express Things I like doing, making conversation 5- Teaching students about Past simple and continuous 6- Teaching students about the use of Adverbs, Saying when 7- Teaching students about Eat, drink, and be merry! 8- Teaching students about how to Express quantity, something/ no one..... 9- Teaching students about how to use Articles, a piece of....., Can you come dinner? 10- Teaching students about Verb patterns and Expressing doubt and certainty 11- Teaching students about Phrasal verbs and Synonyms and antonyms 12- Teaching students about Expressing doubt and certainty
<p>Module Learning Outcomes مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> 1- The student is able to use questions and different tense in everyday situations 2- The student is able to use Rights word, wrong word, Social expressions 3- The student is able to express Present tenses, have/ have got 4- The student is able to express Things I like doing, making conversation 5- The student is able to use the Past simple and continuous tense in everyday situation 6- The student is able to use Adverbs, Saying when 7- The student is able to talk about Eat, drink, and be merry! 8- The student is able to Express quantity, something/ no one..... 9- The student is able to use Articles, a piece of....., Can you come dinner? 10- The student is able to identify Verb patterns and Expressing doubt and certainty 11- The student is able to use Phrasal verbs and Synonyms and antonyms 12- The student is able to express doubt and certainty
<p>Indicative Contents المحتويات الإرشادية</p>	<p>The instructional content includes the following:</p> <p>Part A - Class Lecture</p> <ol style="list-style-type: none"> 1- Studying tenses in English and how to ask and use questions correctly. 2- Studying some English vocabulary related to social expressions and how to use them in conversations, in addition to spelling them correctly. 3- Studying the present simple tense in English and its forms. 4- Studying various conversations and how to express desire to do things.

	<p>5- Studying the past simple and past continuous tenses and their different forms.</p> <p>6- Expressing oneself using adverbs. Expressing Food and Drink</p> <p>7- Studying how to express quantity, how to use articles (definite and indefinite)</p> <p>8- Studying verb patterns and phrasal verbs and how to use them</p> <p>9- Studying the future tense, how to express doubt</p> <p>10- Studying degrees of comparison and contrast, and studying synonyms and antonyms</p> <p>Part B - Tutorial</p> <p>1- Enabling the student to recognize new vocabulary and use it optimally</p> <p>2- Using conversations and direct questions and answers to enable the student to understand and comprehend, and to answer correctly in English</p> <p>3- Reading some texts to enable the student to understand and comprehend as many English vocabulary words as possible</p> <p>4- Using oral reading of texts by the student to ensure correct pronunciation of vocabulary words</p> <p>5- Using direct writing to enable the student to write correctly and fluently</p> <p>6- Enabling the student to use language skills (reading, listening, writing, speaking) skillfully through various classroom activities and integrating them into daily life</p> <p>Total hours = 60 = SSWL - (Exam hours) = 60+ 3 = 63 hr (Time table hrs x 15 weeks)</p>
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Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their language communication skills. This will be achieved through interactive classroom lessons and through the application of language skills (listening, speaking, reading, writing) involving activities and student participation in applying and analyzing these cases.

Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	33	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	4
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	17	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	50		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment التقييم التكويني	Quizzes	3	20% (15)	4,7,10,13	LO#1, #2, #3, LO #4, #5, LO #6 #7, LO #8 #9
	Online Assignments	1	5% (10)	Continuous	LO #3, #4 and #6, #7
	Onsite Assignments	4	5% (10)	Continuous	All
	Report	1	5% (5)	13	LO #5, #8 and #9
	Seminar	1	5%(5)	2,12	LO #6, #7, #8, #9
Summative assessment التقييم التلخيصي	Midterm Exam	1hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	Material Covered
Week 1	Questions, Tense revision
Week 2	Rights word, wrong word, Social expressions
Week 3	Present tenses, have/ have got
Week 4	Things I like doing, making conversation
Week 5	Past simple and continuous
Week 6	Adverbs, Saying when
Week 7	Eat, drink, and be merry!
Week 8	Expressing quantity, something/ no one.....
Week 9	Articles, a piece of....., Can you come dinner?

Week 10	Verb patterns
Week 11	Future forms
Week 12	Phrasal verbs
Week 13	Expressing doubt and certainty
Week 14	comparative and superlative
Week 15	Synonyms and antonyms
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	New Headway Plus / Beginner Student's Boob. For : John and Liz Soars/ Oxford University Press	No
Recommended Texts		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

أ. م. محمد علي

الأستاذ المساعد الدكتور
بشار محمد الوائلي

MODULE DESCRIPTION FORM

Stage 2 semester 4

Module Information			
Course Information			
Module Title	Principles of Marketing Mix		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-24011		
ECTS Credits	5		
SWL (hr/sem)	125		
Module Level	U	Semester of Delivery	
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Abdulbari abdulmajeed ahmed	e-mail	abdulbary_ahmed@uomosul.edu.u.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	Ph.D
Module Tutor	NA	e-mail	Email
Peer Reviewer Name	Prof. Dr. Munther Khuder Yaqoob	e-mail	Monther_khuder@uomosul.edu.u.iq
Scientific Committee Approval Date	01/9/2025	Version Number	1.0

Relation with other Modules			
Relationship with other study subjects			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

Course objectives, learning outcomes, and guidance content

<p>Module Objectives Course Objectives</p>	<p>The Promotion and Distribution course aims to equip students in the Marketing Management Department with theoretical and practical knowledge regarding the role of promotion and distribution in the marketing process, and to demonstrate their importance in delivering value to the consumer and achieving a competitive advantage for organizations. The course also seeks to introduce students to the various components of the promotional mix and how to use them to influence consumer behavior, in addition to clarifying the concept of distribution channels and how to design and manage them in accordance with the nature of the target markets. Furthermore, the course focuses on developing students' ability to plan promotional and distribution activities and link them to overall marketing objectives, while enhancing their analytical and decision-making skills in different business environments..</p>
<p>Module Learning Outcomes Learning outcomes for the subject</p>	<ol style="list-style-type: none"> 1. Understanding the basic concepts of promotion and distribution and their role in achieving the marketing goals of organizations. 2. Understanding the elements of the promotional mix and its various strategies. 3. Analyzing distribution channels and selecting appropriate channels for products and services. 4. Linking promotional and distribution activities to consumer behavior and target markets. 5. Developing skills in planning, implementing, and controlling promotional and distribution programs. 6. Applying theoretical concepts to practical cases in different business environments.
<p>Indicative Contents Guideline Contents</p>	<p align="right">Indicative content includes the following.</p> <p><u>First: Concepts and fundamentals of distribution</u></p> <ul style="list-style-type: none"> • <u>The concept of distribution and its importance</u> • <u>Distribution channels: their types and structure</u> • <u>Marketing intermediaries and their roles</u> • <u>Design and selection of distribution channels</u> • <u>Channel Relationship Management</u> • <u>Evaluating the efficiency and effectiveness of distribution channels</u> • <u>Transportation and Storage Management</u> • <u>Logistics Information Systems</u> • <u>Customer service and its role in distribution</u> <p><u>Second: Promotion</u></p> <ul style="list-style-type: none"> • The concept of promotion and its objectives

	<ul style="list-style-type: none"> • The promotional mix and its elements • Advertising: its types, methods, and effectiveness • Sales activation and its tools • Personal selling and sales force management • Public relations and image building • Direct marketing and digital marketing • Social media in promotion • Planning and evaluating the performance of promotional campaigns <p>Third: Modern trends</p> <ul style="list-style-type: none"> • <u>Integration between promotion and distribution</u> • <u>E-commerce and digital distribution channels</u> • <u>Promotion via online platforms</u> • <u>Integrated marketing and integrated marketing communication(IMC)</u> <p><u>Second semester final exam</u></p>
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Learning and Teaching Strategies

Learning and teaching strategies

Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and by considering various types of experiments. And models Simple ones that involve some sampling activities of interest to students.
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Student Workload (SWL)

The student's academic workload is calculated for 15week

Structured SWL (h/sem)	78	Structured SWL (h/w)	6
Regular academic workload for the student during the semester		Student's regular weekly study load	
Unstructured SWL (h/sem)	47	Unstructured SWL (h/w)	7
Irregular student workload during the semester		Irregular weekly study load for the student	
Total SWL (h/sem)	125		
The student's total academic			

workload during the semester	
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Module Evaluation					
Course Material Assessment					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3, #4, #5, #6, #7
	Online Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6,
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #4, and #7
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
Weekly theoretical curriculum	
	Material Covered

Week 1	Understanding the concept marketing mix
Week 2	The concept of distribution, its importance, and objectives
Week 3	Identifying the types of distribution channels
Week 4	Marketing intermediaries and their roles
Week 5	Design and selection of distribution channels
Week 6	Managing relationships with distribution channels and evaluating the efficiency and effectiveness of distribution channels.
Week 7	Exam 1
Week 8	The concept, importance, and objectives of promotion
Week 9	The promotional mix and its elements
Week 10	Identifying the internal and external factors that influence promotion
Week 11	Traditional and electronic advertising: its types, methods, and effectiveness
Week 12	Direct marketing and digital marketing
Week 13	Social media in promotion
Week 14	Identifying the obstacles that organizations face in the promotion process
Week 15	Exam 2

Delivery Plan (Weekly Lab. Syllabus)

Weekly laboratory schedule

	Material Covered
Week 1	-
Week 2	-
Week 3	-
Week 4	-
Week 5	-

Week 6	-
Week 7	-

Learning and Teaching Resources		
Learning and teaching resources		
	Text	Available in the Library?
Required Texts	4. Distribution Management Book / Ali Fallah Al-Zoghbi, 2019 2. Research and articles on the fundamentals of distribution 5. The Promotion and Advertising Book, 2015 / Samir Abdul-Razzaq and Qahtan Badr Al-Abdali 6. Research and articles on promotion	Yes
Recommended Texts	Kotler Philip, Armstrong Gary, Harris Lloyd C., PiercyNigel,. 1. Y,2017 Principles of Marketing, 7th European Edition, Pearson Education,. 2. Foreign research and articles on distribution and promotion	Yes
Websites		

Grading Scheme				
Grade chart				
Group	Grade	Appreciation	Marks %	Definition
Success Group (50 - 100)	A -Excellent	privilege	90 - 100	Outstanding Performance
	B -Very Good	very good	80 - 89	Above average with some errors
	C –Good	good	70 - 79	Sound works with notable errors
	D -Satisfactory	middle	60-69	Fair but with major shortcomings
	E -Sufficient	acceptable	50-59	Work meets minimum criteria
Fail Group	FX –Fail	Precipitate (under	(45-49)	More work required but credit awarded

(0 – 49)		processing)		
	F –Fail	Precipitate	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone “near-pass fails” so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-24011	Principles of Marketing Mix	5	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	78	47
Description			
<p>This course aims to provide the student with the conceptThe marketing mix, the elements of the marketing mix, and how to develop and manage it.Distribution and promotion process,andGetting to knowDistribution channels and promotional elements, as well as knowledge of distribution and promotion concepts and their objectives. What are the distribution channels?And the factors that influence it, andAcquire market analysis skills to make effective decisions regardingDistribution and promotion.</p>			

الاستاذ المساعد الدكتور
 بشائر ذكي التميمي

م. و عبد الباقى عبد المهدى

MODULE DESCRIPTION FORM

Module Information			
معلومات المادة الدراسية			
Module Title	Brand management and mental image		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input checked="" type="checkbox"/> Seminar
Module Code	MMM-24012		
ECTS Credits	8		
SWL (hr/sem)	200		
Module Level	2	Semester of Delivery	
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Name: M.M. Yasser Mohamed Ibrahim		e-mail Yasser.ibraheem@uomosul.edu.iq
Module Leader's Acad. Title	Assist. Lecturer	Module Leader's Qualification	MSc.
Module Tutor	N.A		e-mail E-mail
Peer Reviewer Name	N. A		e-mail E-mail
Scientific Committee Approval Date	1/2/2026	Version Number	1.0

نموذج وصف المادة الدراسية

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	Brand management and mental image		Semester
Co-requisites module	None		Semester

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1. Define the fundamental concepts of brand and place mindset management. 2. Understand how to design and implement brand and place mindset management strategies. 3. Develop creative and innovative thinking skills in brand and place mindset management. 4. These objectives provide the student with a deep understanding of brand and place-mind management, and develop their skills in analyzing, evaluating, and designing brand and place-mind management strategies.
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>Important: Write at least 6 learning outcomes, preferably equal to the number of study weeks.</p> <ol style="list-style-type: none"> 1. To familiarize students with key branding topics, which are among the most important topics in marketing management. 2. To prepare students for advanced branding topics in later academic years. 3. PowerPoint presentations. 4. Video lectures 5. Using digital platforms (Meet, Classroom) 6. Discuss the impact of branding and brand image, including topics that directly or indirectly affect the organization's operations and activities. 7. Identify the key functions of branding and brand image
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p>Indicative content includes the following.</p> <p><u>Branding and Mental Positioning Fundamentals</u></p> <p><u>Branding fundamentals focus on the following elements:</u></p> <ol style="list-style-type: none"> 1. <u>Clear Brand Identity: This includes the name, logo, colors, and values that distinguish the brand from competitors.</u> 2. <u>Value Proposition: The main benefit that the brand offers to the customer and why they choose it over others</u> 3. <u>Consistency in messaging and experience: Unifying communication style and</u>

	<p>.customer experience across all touchpoints</p> <p>4. Consumer image: The impression and perception formed in the customer's mind . about the brand</p> <p>5 .Competitive differentiation: A unique element that enables the brand to occupy a ..distinctive and stable position in the market</p>
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Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	<p>Brand education and learning strategies and brand positioning</p> <p>Brand education and learning strategies rely on raising learners' awareness of the brand's identity and proposed value, and using digital platforms and video lectures Case studies and real-world examples are used to enhance Case studies and real-world examples are used to enhance understanding of brand perception in consumers' minds.</p> <p>Interactive learning and practical projects help bridge the gap between theory and practice. understanding of brand perception in consumers' minds.</p> <p>Interactive learning and practical projects help bridge the gap between theory .and practice</p>
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Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	7
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	137	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	200		

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	—

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	Recommended supporting books and references for scientific journals: Brand Management, by Dr. Muhammad Al-Khader	Yes
Recommended Texts	Electronic references, websites, reports	Yes
Websites		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	4 and 13	LO #1, #2 and #6, #7
	Assignments	2	10% (10)	2 and 12	LO #3, #4 and #6, #7
	Projects / Lab.	1	10% (10)	Continuous	All
	Report	1	10% (10)	13	LO #5, #6 and #7
Summative	Midterm Exam	2hr	10% (10)	8	LO #1 - #7

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

Material Covered				
Week 1	ment	100% (100 Marks)		Brand concept
Week 2	The concept of new brands and their importance			
Week 3	Steps to building a strong brand and its characteristics			
Week 4	Brand development stages and strategies			
Week 5	Brand element selection criteria			
Week 6	Brand value and measuring brand value			
Week 7	First test			
Week 8	Marketing advantages of strong brands			
Week 9	Brand awareness and loyalty			
Week 10	The concept of intellectual status and its importance			
Week 11	Types of mental status			
Week 12	Mental status strategies			
Week 13	Characteristics and features of mental status			
Week 14	Factors influencing the development of a mindset strategy			
Week 15	Second test			

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

الاستاذ المساعد الدكتور
بشار نزار التويحي

جامعة الموصل
كلية الإدارة والاقتصاد
قسم إدارة التسويق

١٣٠٤ ياسر محمد الهادي

5

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Marketing Information System		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input checked="" type="checkbox"/> Seminar
Module Code	MMM-24013		
ECTS Credits	7		
SWL (hr/sem)	175		
Module Level	2	Semester of Delivery	
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Name: Shayma Nathim Hamdoon		e-mail Shaima_nazem@uomosul.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	MSc.
Module Tutor	N.A		e-mail E-mail
Peer Reviewer Name	N. A		e-mail E-mail
Scientific Committee Approval Date	1/2/2026	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None		Semester None
Co-requisites module	None		Semester None

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1- .1To introduce students to the nature and concept of marketing information systems in the product field. 2- .2To teach students how to identify the nature of marketing information systems. 3- .3To identify the components of a marketing information system. 4- .4To identify the data that has been processed, analyzed, and interpreted. 5- .5To identify the sources and types of information. 6- .6To understand the relationship between the marketing environment and the marketing information system.
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> 1. Fundamentals of Marketing Information Systems. 2. .Familiarization with the subsystems of a Marketing Information System. 3. The role of subsystems in achieving organizational goals for survival and growth. 4. .Employing a range of teaching methods to achieve this, including: <ol style="list-style-type: none"> a-Cooperative learning, where students answer questions from the instructor and their peers. b- .Discussion. c-Daily assignments. 5. .Training students in collecting data and information about products from the market. 6.Training students in data analysis and interpretation .
<p>Indicative Contents</p> <p>المحتويات الإرشادية</p>	<p><i>Fundamentals of Marketing Information Systems</i></p> <ol style="list-style-type: none"> 1. <i>The fundamentals of marketing information systems focus on the following topics:</i> 2. <i>Defining the concepts of information and data</i> 3. <i>Defining the concept of marketing information systems</i> 4. <i>Identifying sources and types of information</i> 5. <i>Identifying the components of marketing information systems</i> 6. <i>Training students in analyzing and interpreting market data and information</i>



Student Workload (SWL)

الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	48	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	5
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	127	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	6
Total SWL (h/sem)			

Module Evaluation

تقييم المادة الدراسية

		عملية. ة.	Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes		2	10% (10)	4 and 13	LO #1, #2 and #6, #7
	Assignments		2	10% (10)	2 and 12	LO #3, #4 and #6, #7
	Projects / Lab.		1	10% (10)	Continuous	All
	Report		1	10% (10)	13	LO #5, #6 and #7
Summative assessment	Midterm Exam		2hr	10% (10)	8	LO #1 - #7
	Final Exam		3hr	50% (50)	16	All
Total assessment				100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	The Concept of Marketing Information Systems
Week 2	Objectives of Marketing Information Systems
Week 3	Types of Marketing Information
Week 4	Reasons for Organizations' Need for Marketing Information Systems

Week 5	Areas of Marketing Information Applications
Week 6	The Marketing Environment
Week 7	First exam
Week 8	Sources of Marketing Information Systems
Week 9	Components and Characteristics of Marketing Information Systems
Week 10	Mechanisms of Marketing Information Systems
Week 11	Requirements and Conditions for Success of Marketing Information Systems
Week 12	Models of Marketing Information Systems (Record Systems, Internal Reporting Systems, Decision Support Systems (DSS), and Marketing Research Systems)
Week 13	Marketing Intelligence Systems
Week 14	The Relationship Between the Marketing Environment and Marketing Information Systems
Week 15	Second exam

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	Al-Bakri, Thamer Yasser, 2015, Marketing Information Systems and their Impact on Strategic Decision-Making	Yes
Recommended Texts	A Collection of Theses, Dissertations, and Scientific Research Papers	Yes
Websites	WWW.AMAZON.COM	

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	—

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
MMM-24013	أنظمة معلومات تسويقية	7	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	48	127
Description			
<p>This course aims to provide students with an understanding of the nature and concept of marketing information systems in the product field. It teaches students how to identify the nature of marketing information systems, understand their components, recognize the data that is processed, analyzed, and interpreted, identify information sources and types, and explore the relationship between the marketing environment and marketing information systems.</p>			

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Crimes of the defunct Iraqi Baath Party		Module Delivery
Module Type	Support		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM-2010		
ECTS Credits	2		
SWL (hr/sem)	50		
Module Level	2	Semester of Delivery	
Administering Department	MAC	College	Type College Code
Module Leader		e-mail	
Module Leader's Acad. Title	assistant teacher	Module Leader's Qualification	MSc.
Module Tutor	Zubaida Maan Al-Saigh	e-mail	zubayda.maan@uomosul.edu.iq
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	1/2/2027	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	
Module Objectives	1. Knowledge of human rights. 2. Know the student about violations of human rights and liberties. 3. Learn the principles of democracy and free speech.

أهداف المادة الدراسية	<ol style="list-style-type: none"> 4. Know the student about the crimes that are committed before the rule of law and dictatorship. 5. Learn the concept of justice. 6. The student should learn about the impact of authoritarian states on the individual and life in general. 7. The student should learn to reject sectarianism and racism.
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> 1. The student's understanding of democracy and public freedoms. 2. The student's understanding of the difference between democratic and authoritarian states. 3. The student's understanding of the Iraqi regimes that ruled Iraq from 1921 to 2003. 4. The student's understanding of past human rights violations. 5. The student's understanding that the behavior of authoritarian states has a negative impact on their countries economically and socially. 6. The student's understanding of the negative impact of wars on Iraq's agricultural and animal environment.
<ol style="list-style-type: none"> 1. Indicative Contents 2. المحتويات الإرشادية 	<ol style="list-style-type: none"> 3. A study of human rights and freedoms. 4. A study of human rights violations as crimes. 5. A study of the distinctions between different types of states. 6. A study of the impact of the ruling classes' monopoly on key positions. 7. A study of the principle of separation of powers. 8. A descriptive overview of the political systems in Iraq from 1921 to 2003.

Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	<p>The main strategy that will be adopted in presenting this unit is to enable the student to understand the material of the crimes of the Baath Party, which are crimes that violate the original and acquired rights of the individual as stipulated in the Iraqi Constitution and the international charter agreed upon in international agreements, as well as to explain the difference between democratic and authoritarian states and their systems of government and the impact of this on the country's economic, social and political progress and the monopoly of the ruling classes over important jobs in the country, as well as the negative impact of wars on the country's environmental, agricultural and animal situation.</p>
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Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ١٥ اسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	33	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	4
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	17	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	50		

Module Evaluation تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	3	15% (15)	5 and 10	LO #1, #2 and #10, #11
	Assignments	3	15% (15)	2 and 12	LO #3, #4 and #6, #7
	Projects				
	Report	1	10% (10)	13	LO #5, #8 and #10
Summative assessment	Midterm Exam	2hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus) المنهاج الاسبوعي النظري	
	Material Covered
Week 1	The Concept of Human Rights
Week 2	Violations of Rights and Freedoms
Week 3	A Descriptive Overview of the Ruling Regimes in Iraq from 1921 to after 2003
Week 4	Ba'athist Regime Violations of Individual Rights and Freedoms

Week 5	The Impact of the Ba'athist Regime's Behavior on Society
Week 6	The Impact of the Transitional Phase in Combating Authoritarian Politics
Week 7	The Impact of Violations on Society
Week 8	The Psychological Sphere
Week 9	The Social Sphere
Week 10	Religion and the State
Week 11	The Impact of Repression and Wars on the Environment and Population
Week 12	The Use of Internationally Prohibited Weapons
Week 13	The Scorched Earth Policy
Week 14	The Draining of the Marshes and Forced Migration
Week 15	The Destruction of the Agricultural and Animal Environment and Radioactive Pollution
Week 16	Mass Graves and the Bombing of Places of Worship

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	The crimes of the Ba'ath Party – a curriculum for first-year students in Iraqi universities.	no
Recommended Texts		No
Websites		

Grading Scheme

مخطط الدرجات

Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54). The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
UOM- 2010	Crimes of the defunct Iraqi Baath Party	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>This course focuses on two key elements: First, the student's understanding of human rights. Second, the student's understanding of violations of individual rights and freedoms. Third, the student's learning of the principles of democracy and freedom of expression. Fourth, the student's understanding of the crimes committed by authoritarian and dictatorial states. Fifth, the student's understanding of the concept of justice. Sixth, the student's understanding of the impact of authoritarian states on the individual and life in general. Finally, the student's learning to reject sectarianism and racism.</p>			

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	اللغة العربية 2		Module Delivery
Module Type	Basic		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	UOM-1012		
ECTS Credits	2		
SWL (hr/sem)	50		
Module Level	2	Semester of Delivery	
Administering Department	Type Dept. Code	College	Type College Code
Module Leader	م.م.نور احمد حازم	e-mail	
Module Leader's Acad. Title	مدرس مساعد	Module Leader's Qualification	
Module Tutor	Name (if available)	e-mail	E-mail
Peer Reviewer Name	م.م.نور احمد حازم	e-mail	E-mail
Scientific Committee Approval Date	2026-2027	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	



Module Aims, Learning Outcomes and Indicative Contents	
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	
Module Objectives أهداف المادة الدراسية	1- التعرف على مفهوم الأفعال وانواعها 2- التعرف على أنواع الجمل الاسمية والفعلية 3- التعرف على الالف الممدودة والالف المقصورة 4- تدريب الطلبة على كيفية الاستفادة من اللغة العربية بشكل إيجابي لتحقيق الأهداف 5- التعرف على الأخطاء الشائعة 6- التعرف على لغة الكتب الإدارية 7- التعرف على طريقة كتابة الخطاب الإداري 8- التفريق بين النون والتنوين والالف الفارقة 9- التفريق بين الضاد والطاء
Module Learning Outcomes	تتمثل مخرجات التعلم المطلوبة الآتي: 1. ان يفهم الطالب القواعد النحوية والصرفية. 2. ان يكون لدى الطالب معرفة في أبرز انواع الافعال والجملة وكيفية التفريق بينها. 3. ان يكون لدى الطالب القدرة على الربط بين النص وطريقة كتابة التقارير وبخاصة في اختصاص

مخرجات التعلم للمادة الدراسية	ادارة الاعمال. 4. الشرح عن طريق التدريسي وبشكل تفصيلي لكل موضوع من الموضوعات المحددة في المنهج. 5. الطريقة الاستقرائية. 6. الحوار والمناقشة.
Indicative Contents المحتويات الإرشادية	يتضمن المحتوى الإرشادي ما يلي. 1- ان يفهم الطالب القواعد النحوية والصرفية. 2- ان يكون لدى الطالب المعرفة في أبرز أنواع الجمل والافعال والتفريق بينها. 3- إمكانية الربط بين طريقة كتابة النص والتقارير ومدى افادتها في تخصص الإدارة والاقتصاد. 4- التعلم في كيفية الحوار والمناقشة والاهتمام بجوانب الأخطاء اللغوية الشائعة. 5- التركيز على مهارات التحليل من خلال التركيز تحليل النصوص اللغوية من أخطاء نحوية أو لغوية . 6- التركيز على مهارات تتعلق بكيفية توظيف اللغة العربية في العمل. 7- التركيز على أهمية الكتاب الإدارية ومراعاة الأخطاء اللغوية الشائعة فيها. 8- التفريق بين الالف الممدودة والالف المقصورة. 9- التفريق بين الأخطاء الحاصلة بين الضاد والطاء والدلالة اللغوية لهما. 10- مراعاة التفريق بين همزة القطع وهمزة الوصل. 11- قاعدة الالف الفارقة والنون والتونين والتطرق الى الجوانب الشكلية للكتب الإدارية واللغة المستخدمة فيها .

Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	الاستراتيجية الرئيسية التي سيتم اعتمادها في تقديم هذه المادة هي تشجيع مشاركة الطلاب في اعداد الواجبات والمناقشات الصفية، وفي الوقت نفسه تحسين وتوسيع مهارات التفكير النقدي لديهم. سيتم تحقيق ذلك من خلال الفصول الدراسية والبرامج التعليمية التفاعلية وعرض بعض الحالات الدراسية البسيطة التي تتضمن بعض والشروحات النظرية للمادة.
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Student Workload (SWL)

الحمل الدراسي للطلاب محسوب لـ ١٥ اسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	33	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	2
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	17	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	1
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	50		

Module Evaluation

تقييم المادة الدراسية

	Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome	
Formative assessment	Quizzes	2	10% (10)	5-11	LO #1-#2-#3-#4
	Online Assignments	2	10% (10)	7-12	LO #1-#2-#3-#4
	Onsite Assignments	2	10% (20)	6-13	LO #1-#2-#3-#4-#5
	Report	1	10% (10)	14	LO #1-#2-#3-#4-#5-#6

Summative assessment	Midterm Exam	1hr	10% (10)	8	LO #1-#2
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	المواد المغطاة
Week 1	مفهوم الأخطاء اللغوية
Week 2	قواعد كتابة التاء المربوطة والتاء المفتوحة
Week 3	الالف الممدودة
Week 4	الالف المقصورة
Week 5	الحروف الشمسية والقمرية
Week 6	الضاد والظاء
Week 7	همزة القطع
Week 8	همزة الوصل
Week 9	تطبيقات اللغوية للأخطاء الشائعة
Week 10	تطبيقات إدارية للأخطاء الشائعة
Week 11	معاني حروف الجر
Week 12	ألف التفریق
Week 13	قاعدة النون والتنوين
Week 14	الجوانب الشكلية للخطاب الإداري
Week 15	لغة الخطاب الإداري
Week 16	أسبوع تحضير قبل الامتحان النهائي
Preparatory week before the final Exam	

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts النصوص المطلوبة	<ul style="list-style-type: none"> ابو عبدالرحمن، الخليل ابن احمد الفراهيدي (1995)، الجمل في النحو، عالم الكتب، بيروت. ابو الفتح، عثمان بن جني الموصلي، اللمع في العربية لابن جني، دار الكتب الثقافية، الكويت. 	
Recommended Texts النصوص الموصى بها	<ul style="list-style-type: none"> ابو عبدالرحمن، الخليل ابن احمد الفراهيدي (1995)، الجمل في النحو، عالم الكتب، بيروت. ابو الفتح، عثمان بن جني الموصلي، اللمع في العربية لابن جني، دار الكتب الثقافية، الكويت. 	
Websites المواقع الالكترونية		

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors

	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

Code	Course/Module Title	ECTS	Semester
MMM-1012	اللغة العربية 2	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	33	17
Description			
<p>يهدف هذا المقرر إلى تعرف الطالب على مفهوم الأفعال وانواعها. والتعرف على أنواع الجمل الاسمية والفعلية. والتعرف على الالف الممدودة والالف المقصورة وتدريب الطلبة على كيفية الاستفادة من اللغة العربية بشكل إيجابي لتحقيق الأهداف. والتعرف على الأخطاء الشائعة. والتعرف على لغة الكتب الإدارية. والتعرف على طريقة كتابة الخطاب الإداري. والتفريق بين النون والتنوين والالف الفارقة. والتفريق بين الضاد والظاء.</p>			

الاستاذ المساعد الدكتور
د. نوريه حسين الخليلي

د. نوريه حسين الخليلي





DESCRIPTION FORM

نموذج وصف المادة الـ

Module Information			
معلومات المادة الدراسية			
Module Title	Principle of Quantitative Methods & SPSS Applications		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	MMM-24014		
ECTS Credits	6		
SWL (hr/sem)	150		
Module Level	2	Semester of Delivery	
Administering Department	MMM	College of Administration and Economics	MCOAE
Module Leader	Mustafa Faisal Saeed Ali Saad Aaid		e-mail
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	MSc.
Module Tutor	Najdat Mustafa Musaib		e-mail najdat.almehrab@uomosul.edu.iq
Peer Reviewer Name		e-mail	
Scientific Committee Approval Date	01/9 /2025	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية	

<p>Module Objectives</p> <p>أهداف المادة الدراسية</p>	<p>.1This course aims to teach students how to translate theoretical problems into quantitative terms, solve them, and arrive at optimal solutions in marketing organizations. It also aims to equip students with skills in working with logical models. Furthermore, it introduces students to the concepts of statistical analysis, how to conduct paper and electronic surveys, and enables them to calculate frequencies and percentages. Finally, it familiarizes them with the concepts of central tendency and parametric and non-parametric tests.</p>
<p>Module Learning Outcomes</p> <p>مخرجات التعلم للمادة الدراسية</p>	<p>.1What is a two-way simplex?</p> <p>.2Methods for solving using the m method</p> <p>.3Sensitive analysis and variations in the base coefficients</p> <p>.5Sensitive analysis and variations in the right-hand side coefficients</p> <p>.6Understanding how to find the zero set</p> <p>.7Optimal solving using game theory</p> <p>.8Methods for solving at the lowest cost and Vogel's method</p> <p>.9Descriptive statistics</p> <p>.10Nominal and monotonic data</p> <p>.11Quantitative data</p> <p>.12Graphs</p> <p>.13Line graphs</p> <p>.14Simple correlation</p>

	.15Advanced topics in questionnaire analysis
Indicative Contents المحتويات الإرشادية	<u>Binary simplex</u> <u>m-method</u> <u>Sensitive analysis</u> <u>Optimal solution using game theory and Vogel's method</u> <u>Class statistics</u> <u>Nominal and monotonic data</u> <u>Correlation</u>
Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	The main strategy to be followed in delivering this unit is to encourage student participation in exercises, while simultaneously refining and expanding their critical thinking skills. This will be achieved through interactive classroom sessions and lessons, and by considering simple experiments and models that involve sampling activities of interest to the students.

Student Workload (SWL) الحمل الدراسي للطالب محسوب لـ ١٥ أسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خلال الفصل	48	Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	6
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خلال الفصل	102	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	7
Total SWL (h/sem) الحمل الدراسي الكلي للطالب خلال الفصل	150		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	4	10% (20)	4 and 13	LO #1, #2, #3,#4, #5, #6, #7
	On line Assignments	2	5% (5)	2 and 12	LO #3, #4 and #6,
	Seminar	2	5% (5)	6 and 13	All
	Report	1	5% (5)	13	LO #1, #4,and #7
	Onsite Assignments	4	5% (5)	Continuous	All
Summative assessment	Midterm Exam	2hr	20% (10)	7, 15	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	What is a two-way simplex?
Week 2	Solving methods using the m method

Week 3	Sensitive analysis and variations in base coefficients
Week 4	Sensitive analysis and variations in right-hand side coefficients
Week 5	Understanding how to find the zero set
Week 6	Solving methods using the least expensive approach and Vogel's method
Week 7	Exam 1
Week 8	Descriptive Statistics
Week 9	Nominal and Ordinal Data
Week 10	Quantitative Data
Week 11	Graphs
Week 12	Line Graphs
Week 13	Simple Correlation
Week 14	Advanced Topics in Questionnaire Analysis
Week 15	Exam 2

Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered
Week 1	Descriptive Statistics
Week 2	
Week 3	Nominal and Monotonic Data
Week 4	
Week 5	Quantitative Data
Week 6	Graphs
Week 7	Line Graphs

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	<p>بحوث العمليات – دلال صادق الجواد ، حمي ناصر الفتال 2008</p> <p>الأساليب الكمية في التسويق – محمود الصميدعي ، ردينة عثمان</p> <p>التحليل الاحصائي للاستبيانات بأستخدام برنامج IBM SPSS Statistic</p> <p>غيث البحر و د. معن التنجي</p>	Yes
Recommended Texts	محاضرات من الانترنت عن الأساليب الكمية	Yes
Websites		

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C – Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				

Module 1

Code	Course/Module Title	ECTS	Semester
MMM-24014	Principle of Quantitative Methods	6	4

	& SPSS Applications		
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USSWL (hr/w)
3	1	63	87
Description			
<p>This course aims to teach students how to transform theoretical problems into quantitative ones, then solve them and reach the optimal solution in marketing organizations. It also aims to equip students with skills in dealing with logical models, introduce them to the concepts of statistical analysis, how to conduct paper and electronic questionnaires, enable them to calculate frequencies and percentages, and familiarize them with the concepts of central tendency and parametric and non-parametric tests.</p>			

الاستاذ المساعد الدكتور
بشار زكريا التومجيا



P.P. سلطان مكيه