

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



2024

Academic Program and Course Description Guide

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

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

Program Vision: An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name:

Faculty/Institute:

Scientific Department:

Academic or Professional Program Name:

Final Certificate Name:

Academic System:

Description Preparation Date:

File Completion Date:

Signature:

Head of Department Name:

Date:

Signature:

Scientific Associate Name:

Date:

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

Approval of the Dean

1. Program Vision

Program vision is written here as stated in the university's catalogue and website.

2. Program Mission

Program mission is written here as stated in the university's catalogue and website.

3. Program Objectives

General statements describing what the program or institution intends to achieve.

4. Program Accreditation

Does the program have program accreditation? And from which agency?

5. Other external influences

Is there a sponsor for the program?

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements				
College Requirements				
Department Requirements				
Summer Training				
Other				

* This can include notes whether the course is basic or optional.

7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	Practical

8. Expected learning outcomes of the program	
Knowledge	
Learning Outcomes 1	Learning Outcomes Statement 1
Skills	
Learning Outcomes 2	Learning Outcomes Statement 2
Learning Outcomes 3	Learning Outcomes Statement 3
Ethics	
Learning Outcomes 4	Learning Outcomes Statement 4
Learning Outcomes 5	Learning Outcomes Statement 5

9. Teaching and Learning Strategies
Teaching and learning strategies and methods adopted in the implementation of the program in general.

10. Evaluation methods
Implemented at all stages of the program in general.

11. Faculty					
Faculty Members					
Academic Rank	Specialization		Special Requirements/Skills (if applicable)	Number of the teaching staff	
	General	Special		Staff	Lecturer

Professional Development

Mentoring new faculty members

Briefly describes the process used to mentor new, visiting, full-time, and part-time faculty at the institution and department level.

Professional development of faculty members

Briefly describe the academic and professional development plan and arrangements for faculty such as teaching and learning strategies, assessment of learning outcomes, professional development, etc.

12. Acceptance Criterion

(Setting regulations related to enrollment in the college or institute, whether central admission or others)

13. The most important sources of information about the program

State briefly the sources of information about the program.

14. Program Development Plan

Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4

- Please tick the boxes corresponding to the individual program learning outcomes under evaluation.

Course Description Form

1. Course Name:	
Agricultural media and press	
2. Course Code:	
MEAR338	
3. Semester / Year:	
Autumn semester /2023–2024	
4. Description Preparation Date:	
1/8/2024	
5. Available Attendance Forms:	
My presence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
2 hours theoretical and 3 hours practical	
7. Course administrator's name (mention all, if more than one name)	
Name: Hafsa Fattah Hadi Jassim Al-Anzi Email: hfshalnzy48@uomosul.edu.iq	
Name: Ali Muhammad Jassim Email: AIL.M.J@ uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none">- Enabling the student to understand and assimilate...the content of the scientific subject in an easy and understandable manner for all chapters of the subject- Deliver an introduction on each topic in a simple manner and from the reality of public life.- Explanation at length of all aspects of the subject, giving vivid examples to explain its nature and benefit.- Presenting questions about the topic to demonstrate students' understanding through their answers.- Conducting surprise exams and preparing practical

reports

•

9. Teaching and Learning Strategies

Theoretical

- Interactive lecture
- Brainstorming
- Dialogue and discussion
- Assigning tasks and reporting practical

work

- Assigning tasks with a report
- Scientific visit

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
The first	2 are theoretical 3 Practical	<p>Theoretical:</p> <p>For the student to become familiar with agricultural media and print agricultural journalism</p> <p>For rural women</p> <p>Practical</p> <p>Radio training e.</p>	<p>Theoretical</p> <p>Agricultural media and agricultural print press</p> <p>Practical</p> <p>The conventional concept of radio training + the importance of radio training + types of radio training</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exam reports, discussions, quizzes.</p>

<p>The second</p>	<p>2 are theoretical 3 Practical</p>	<p>Theoretical For the student to understand the duties of agricultural journalism, the services it provides, and its arts</p> <p>Practical Radio training</p> <p>elements + radio training methods</p>	<p>Theoretical The duties of agricultural journalism, the services it provides, and its arts</p> <p>Practical Objective of radio training radio training</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exam reports, discussions, quizzes.</p>
<p>the third</p>	<p>2 are theoretical 3 Practical</p>	<p>Theoretical The student should know how agricultural news is processed and how a fact-based investigation is conducted</p> <p>Practical Radio training</p>	<p>Theoretical Processing agricultural news, news content, and journalistic investigation</p> <p>Practical Areas of media training in the</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exam reports, discussions, quizzes.</p>

			Radio and Television Union + general courses + information systems		
the four	2 are theoretical 3 Practical	Theoretical The student should conduct an agricultural press interview and newspaper headlines Practical Setting radio training goals	Theoretical Press interviews and newspaper headlines Practical Evaluating the results of radio training and its obstacles + media training in the Radio and Television Union	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exam reports, discussions, quizzes.

			Scientific visit		
The Fifth	2 are theoretical 3 Practical	Theoretical The student should know what a press photo is and what are the characteristics of a good press photo. Practical Radio and television dialogue	Theoretical Press photo and review of press materials Practical Dialogue is one of the most important forms of radio programming + individual dialogue + public dialogue	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exam reports, discussions, quizzes.
VI	2 are theoretical 3 Practical	Theoretical For the student to become familiar with the rules of reviewing journalistic materials. Characteristics and abilities of a journalist	Practical Radio dialogue and theoretical television	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exam reports, discussions, quizzes.

		<p>writer and how to write a good journalistic text</p>	<p>Rules for reviewing press materials.</p> <p>Characteristic s and abilities of the writer</p> <p>Practical Seminars + information dialogue</p>		
Seventh	<p>2 are theoretical 3 Practical</p>	<p>Theoretical The student identifies the characteristics of the language used in journalistic writing</p> <p>Practical Radio and television dialogue</p>	<p>Theoretical Characteristic s of the language used in journalistic writing</p> <p>Practical Opinion dialogue + personality dialogue</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lessons</p>	<p>exams, reports, discussions, quizzes.</p>
VIII	<p>2 are theoretical 3 Practical</p>	<p>Theoretical The student should become familiar with</p>	<p>Theoretical Agricultural publications</p>	<p>Lectures, audio media reports, pictures, and</p>	<p>exams, reports, discussions, quizzes</p>

		<p>agricultural extension publications and design an agricultural extension leaflet</p> <p>Practical</p>	<p>Practical</p> <p>Choosing the topic of the dialogue + field research + setting pivotal questions</p>	<p>other learn exam repor discussions, quizzg meths relate to the lessor</p>	.
Ninth	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical</p> <p>For the student to become familiar with agricultural development magazines and some experiences in this field</p> <p>Practical</p> <p>Preparing for dialogue</p>	<p>Theoretical</p> <p>Agricultural development magazines.</p> <p>Some experiments</p> <p>Practical</p> <p>Choosing the guest character + designing the dialogue</p>	<p>Lectur s, aud media repor pictur s, and other learn g meths relate to the lessor</p>	<p>exam repo , discu ions, quizz .</p>
Tenth	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical</p> <p>The student should know the importance and role of radio as a means of</p>	<p>Theoretical</p> <p>Audio radio as a means of communication with</p>	<p>Lectur s, aud media repor pictur s, and other learn g meth</p>	<p>exam repo , discu ions, quizz .</p>

		<p>communicating with farmers</p> <p>Practical</p> <p>Preparing for dialogue</p>	<p>farmers</p> <p>Practical</p> <p>Preparing for the dialogue + dealing with the guest + managing the dialogue</p>	<p>s related to the lesson</p>	
eleventh	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical</p> <p>The student should create an indicative radio program and how to send it to farmers according to the stages of radio transmission from sender to receiver.</p> <p>Practical</p> <p>Radio investigation</p>	<p>Theoretical</p> <p>Stages of radio transmission from sender to receiver</p> <p>Practical</p> <p>The concept of radio investigation + characteristics of radio investigation + characteristics of the radio</p>	<p>Lectures, audio recordings, pictures, and other learning methods related to the lesson</p>	<p>exams, reports, discussions, quizzes</p>

			personality		
twelfth	2 are theoretical 3 Practical	Theoretical The student applies the Columbia model for using radio drama in development Practical Radio investigation	Theoretical A model for using radio drama in development in Colombia Practical Self-realization + money-realization	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exam reports, discussions, quizzes.
Thirteenth	2 are theoretical 3 Practical	Theoretical The student must be able to know and understand the stages of the Greek experience Practical Steps to produce a radio investigation	Theoretical Agricultural journalism (television) Practical Determine the topic + read and research the topic Scientific visit	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exam reports, discussions, quizzes.
fourteenth	2 are theoretical 3 Practical	Theoretical For the student to	Theoretical The	Lectures, audio media reports, pictures	

		<p>understand what agricultural journalism (television) is.</p> <p>Practical</p> <p>Steps to produce a radio investigation</p>	<p>effectiveness of visual programs</p> <p>Practical</p> <p>Identifying the aspects and features of the topic + conducting interviews + review and evaluation</p>	<p>s, and other learning methods related to the lessons</p>
--	--	---	--	---

Fifteenth	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical</p> <p>The student should know the role of the media in rural development</p> <p>Practical</p> <p>Get to know the agricultural magazine</p>	<p>Theoretical</p> <p>The role of the media in rural development</p> <p>Practical</p> <p>Stages of creating an agricultural magazine</p>	<p>Lectures, audio, media reports, pictures, and other learning methods related to the lessons</p>
-----------	---	--	--	--

11. Course Evaluation

	Evaluation methods	Evaluation date	(week) Grade	Relative weight %

1	Final theoretical report + practical	reports: week (15) Practical: (15) week	7Theoretical 6 Practical	13%
2	Short test (1)	week (3)	4 theoretical 2Practical	6%
3	Midterm exam (theoretical and practical)	week (9)	10 theoretical 5 practical	15%
4	A short test (2)	weeks (12)	4 theoretical 2 practical	6%
5	Final practical test,	practical exam week	20	20%
6	Final practical exam	theoretical exams week	40	40%
	Total		100	100%

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Obligatory lectures on media and agricultural journalism There is no prescribed book
Main references (sources)	Agricultural communication and media Agricultural extension principles book
Recommended books and references (scientific journals, reports...)	The reference in agricultural extension by Ahmed Shukri Al-Rimawi and others

Electronic References, Websites

All websites and links related to agricultural media and journalism and ways to improve the reality of agricultural journalistic media