

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



Academic Program and Course Description Guide

2024

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: Mosul.....
Faculty/Institute: Tourism sciences.....
Scientific Department: Tourism studies.....
Academic or Professional Program Name: .. Tourism sciences.....
Final Certificate Name: Tourism sciences
Academic System: ... Annual
Description Preparation Date: 1/4/2024
File Completion Date: 7/4/2024

Signature: _____

Head of Department Name:

.Dr Assn Hashem Hamdoun

Date: 7/5/2024

Signature: _____

Scientific Associate Name:

.Dr Zeina Zuhair Mohammed Sheh

Date: 7/5/2024

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance

Department:

Signature: _____

Ahmed Kanaan

Date: 8/5/2024

.Dr Muhammad Naif Mahmoud

Approval of the Dean

1. Program Vision

Leadership, excellence, and competition in the field of tourism studies in terms of education, training, and access to the experiences and expertise of others in the same specialty.

2. Program Mission

. Consolidating the role of tourism studies in society in order to advance the tourism reality through the graduates of this study, which will have the ability to keep pace with the requirements of the local labor market and advance the country's tourism reality through an academic perspective and practical application of educational outcomes, which in a cycle will enhance the country's economy, tourism development, and sustainable development. In the field of tourism, it is a service to the community.

3. Program Objectives

- 1– Providing graduates with the knowledge and skills that will help them develop their careers in the field of tourism
- 2– Developing theoretical curricula and keeping pace with modernity in the field of science and tourism studies in order to graduate students with a high level of culture and practical competence in their specialty.
- 3– The ability to find temporary and permanent solutions to the problems and obstacles faced by the academic worker in the field of tourism.
- 4– Providing the public and private sectors with specialized human resources in the field of tourism
- 5– Demonstrating excellence and sophistication in the field of service provided in various tourism sectors

4. Program Accreditation

nothing

5. Other external influences

nothing

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	12	21	40%	basic
College Requirements	12	26	40%	basic
Department Requirements	6	13	20%	basic
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
		the second		
	Tts1	Professional ethics	3	
	Tts2	democracy	2	
	Tts3	English	2	
	Tts4	Tourism economy	2	
	Tts5	French language	2	
	Tts6	Tourist guides	3	
	Tts7	Sustainable tourism	3	
	Tts8	Tourism geography of Iraq	2	

	Tts9	Tourist behaviour	2	
	Tts10	Touristic ruins	1	
	Tts11	Crimes of the Baath Party regime in Iraq	1	
Third				
	Ttr1	Eco-tourism	2	
	Ttr2	Department of ceremonies and etiquette	3	
	Ttr3	English	2	
	Ttr4	History of Iraqi civilization	2	
	Ttr5	Feasibility study	2	
	Ttr6	Public relations	3	
	Ttr7	Tourism investment	2	
	Ttr8	French language	2	
	Ttr9	Tourism planning	2	
	Ttr10	Accounting for hotel companies	2	
Fourth				
	Ttf1	English	3	
	Ttf2	Analysis of tourist sites	2	
	Ttsf3	Methods of preparing research	2	
	Ttf4	Human Resource Management	2	
	Ttf5	French language	3	
	Ttf6	Tourism marketing	2	
	Ttf7	Tourism crisis management	2	
	Ttf8	Tourism media	2	
	Ttf9	Legal legislation	2	
	Ttf10	Organizing trips	2	

8. Expected learning outcomes of the program

Knowledge

Cognitive objectives (A)	<p>1–The ability to solve tourism problems through general data on the subject and the use of modern and scientific methods in addressing them</p> <p>2– Tourism studies and the basis of scientific knowledge and its provision</p> <p>3– The relationship between the economic situation and tourism in the country and hard currency inputs</p>
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	4- Understanding the tourism environment at the national, regional or international level
Skills	
Skill objectives (B)	1- Adopting thoughtful scientific description and analysis to describe tourism phenomena and their relationship to the problem at hand 2- The law, legal text, and organization of the relationship process with tourism 3- Using the accounting and mathematical system to analyze the problems faced by tourism 4- Use the right to constructive criticism and scientific analysis of the topics under discussion
Ethics	
Value objectives (c)	1- The ability to understand ethical and professional responsibilities in the field of tourism 2- Working on everything that is modern and advanced in order to advance and develop work in the tourism sector 3- Using the modern method used by developed countries in the field of tourism in order to increase the production of the tourism sector at the local level. 4- Working on twinning between scientific departments at the level of local and international universities in order to improve the performance of those departments.

9. Teaching and Learning Strategies

1- Direct education: through scientific lectures, in which the professor has the primary role, and it is in a simple and easy manner, and the student is the recipient.

2- Indirect education: Student participation is at a high level in terms of observations, verification, and students' interest in developing alternatives or solving problems. The university professor is the direct and effective supervisor.

3- E-learning: It employs the latest technologies, such as virtual reality and machine learning, and integrates them with scientific educational concepts to create a methodology designed to improve the acquisition of knowledge and skills.

10. Evaluation methods

It is done by

1– Scientific tests: This is the traditional method used by the university professor to determine the level and extent of the student's understanding of the subject

2– Research: Assigning students by the subject professor to write research on a topic previously agreed upon by the professor and student helps increase the student's ability to conduct scientific research, find solutions to problems, and benefit from them as a realistic experience.

3– Reports: Urging students to access websites to research the field of specialization and write reports, in addition to using the library and scientific curricula, the method of submitting the report, the method of work, and discussion with other students, which is one of the main means of learning and evaluation.

4– Discussion and questions: Conducting discussion circles among students, supervised by the teaching staff, asking intellectual questions and the correct way to answer them, enhances the university professor's recognition of the students' levels in terms of understanding, perception, and comprehension of the material, and it is one of the main methods of evaluation.

5– An annotated or graduation research, which is one of the study requirements, and at the same time highlights the intellectual, educational and applied skills that the student has acquired throughout the study period by choosing a topic from the curriculum that the student has received

11. Faculty

Faculty Members

Academic Rank	Specialization	Special Requirement s/Skills (if applicable)	Number of the teaching staff

	General	Special			Staff	Lecturer
Professor Dr	Philosophy of physical education	Philosophy and history of physical education			1	
Assistant Professor Doctor	geography	Human geography			1	
Doctor teacher	English language	Critical style			1	
Doctor teacher	Ancient ruins	Antiquities and civilizations of the ancient Near East			1	
Teacher	management and economy	Economic development				1
assistant teacher	special law	Proceedings law			1	
assistant teacher	business management	business management			1	
assistant teacher	Ancient ruins	Ancient Iraqi languages			1	
assistant teacher	Management Information Systems	Management Information Systems			1	
assistant teacher	accounting	Financial accounting and auditing			1	
assistant teacher	Economy	Sciences in economics			1	
assistant teacher	translation	Linguistic meaning			1	
assistant teacher	Banking and Financial Sciences	Banking and Financial Sciences			1	
assistant teacher	Financial sciences	Financial management				1
assistant teacher	French	French novel				1
assistant teacher	French	French language and literature				1
assistant teacher	business management	Financial management			1	
assistant teacher	business management	marketing			1	
assistant teacher	French	French language and literature				1

assistant teacher	management and economy	business management			1	
assistant teacher	management and economy	business management			1	

Professional Development

Mentoring new faculty members

The Department of Tourism Studies is pursuing a program to develop new faculty members by giving training lectures under the supervision of qualified staff from the department, working to involve new faculty members in the work of the department under the supervision of those who are older than the teaching staff, holding training courses, and holding discussion circles.

Professional development of faculty members

- . 1– Involving the teaching staff in scientific courses and seminars that would develop the specialized aspect of the teaching staff.
- 2– Urging the holding of scientific workshops, seminars, scientific conferences and training courses in order to advance the professional field of the teaching staff.

12. Acceptance Criterion

- 1–Approving the central admission plan according to its conditions and according to the annual academic plan**
- 2– Accepting top students from tourism institutes according to the effective decisions of the Ministry of Higher Education and Scientific Research**

13. The most important sources of information about the program

- 1– Scientific department guide approved by the university and the ministry
- 2– The university and college website

14. Program Development Plan

- 1– Striving to attract additional numbers of students by facilitating admission criteria and expanding the number of academic seats for applicants.

2– Working to develop the scientific department by opening postgraduate studies (Master's, PhD) for the sustainability of the department with a specialized teaching staff.

3– Developing teaching staff in the department by conducting scientific workshops, training courses, field visits, and knowledge and academic exchange between corresponding departments in universities at the local or international level.

4– Integrating theory and application in terms of the scientific vocabulary required to study in the department through field visits to governmental and private tourism institutions and holding scientific seminars hosted by a tourism official, director, or person with experience in the field of tourism to enhance practical experience in this field.

5– Providing everything possible in order to provide the best services and resources to students, including furniture and air conditioning for classrooms and laboratories, providing a library equipped with modern and diverse books, and placing them at the service of primary and postgraduate students among them

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
the second	Tts1	Professional ethics	basic		√				√				√		
	Tts2	democracy	basic		√				√				√		
	Tts3	English	basic		√				√				√		
	Tts4	Tourism economy	basic		√				√				√		
	Tts5	French language	basic		√				√				√		
	Tts6	Tourist guides	basic		√				√				√		
	Tts7	Sustainable tourism	basic		√				√				√		
	Tts8	Tourism geography of Iraq	basic		√				√				√		
	Tts9	Tourist behaviour	basic		√				√				√		
	Tts10	Touristic ruins	basic		√				√				√		
	Tts11	Crimes of the Baath Party regime in Iraq	basic		√				√				√		
Third															
	Ttr1	Eco-tourism	basic			√				√				√	

Fourth	Ttr2	Department of ceremonies and etiquette	Basic			√				√				√	
	Ttr3	English	Basic			√				√				√	
	Ttr4	History of Iraqi civilization	basic			√				√				√	
	Ttr5	Feasibility study	basic			√				√				√	
	Ttr6	Public relations	basic			√				√				√	
	Ttr7	Tourism investment	basic			√				√				√	
	Ttr8	French language	basic			√				√				√	
	Ttr9	Tourism planning	basic			√				√				√	
	Ttr10	Corporate accounting	basic			√				√				√	
	Ttf1	English	basic				√				√				√
	Ttf2	Analysis of tourist sites	basic				√				√				√
	Ttsf3	Methods of preparing research	basic				√				√				√
	Ttf4	Human Resource Management	basic				√				√				√
	Ttf5	French language	basic				√				√				√

	Ttf6	Tourism marketing	basic				√				√				√
	Ttf7	Tourism crisis management	basic				√				√				√
	Ttf8	Tourism media	basic				√				√				√
	Ttf9	Legal legislation	basic				√				√				√
	Ttf10	Organizing trips	basic				√				√				√

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

The Second level

Model description for Democracy

1. Name of the committee:	
Democracy	
2. Symbol of decision	
Tts2	
3. Semester/year	
2023–2024	
4. The date this description was prepared:	
1/4/2024	
5. Available forms of attendance:	
Attendance and electronic	
6. Number of hours (total)/ number of units (total)	
1/30	
7. Name of the course administrator (if more than one name is mentioned)	
Name: M.M. Fadia Abdul Hamid Saleh email: fadia_salih@uomosul.edu.iq	
8. Objectives of the decision	
<p>The study of this article calls for research in democracy over the ages and the amount of its development and expansion according to the progress of political awareness and knowledge of the principles on which it is based, as well as the statement of the concept and definition of democracy and its importance to the individual, society and the state, and to determine the law that regulates it and amount of protection it has. the following words had to be given:</p> <p>Meaning of Democracy.</p> <p>The historical development of the concept of democracy.</p> <p>Definition of democracy.</p> <p>Forms of Democracy.</p> <p>Pillars of the democratic system.</p> <p>The concept of election.</p> <p>Evaluation of the democratic system.</p>	<p>Objectives of the study material</p>
9. Teaching and learning strategies	
<p>Providing students with advanced scientific methods to communicate information through the sources available in the library about the course is provided to the student from modern sources in the course</p>	<p>Strategy</p>

.Structure of the decision					
Method of assessment	Way of learning	Name of unit or subject	Required learning outcomes	Hours	The week
Questions and discussion	Lectures		A historical overview of the evolution of the concept of democracy	1	1
Questions and discussion	Lectures		Definition of democracy	1	2
Questions and discussion	Lectures		The difference between freedom and democracy	1	3
Questions and discussion	Lectures		The relationship between the rights and freedoms of individuals and democracy	1	4
Questions and discussion	Lectures		Democratic guarantees	1	5
Questions and discussion	Lectures		Islamic views on the democratic system of government	1	6
Questions and discussion	Lectures		The most important freedoms	1	7

			guaranteed by Islamic law		
Questions and discussion	Lectures		General review of the first semester	1	8
Questions and discussion	Lectures		The first exam	1	9
Questions and discussion	Lectures		Forms of Democracy	1	10
Questions and discussion	Lectures		Direct democracy	1	11
Questions and discussion	Lectures		Almost direct democracy	1	12
Questions and discussion	Lectures		Representative democracy	1	13
Questions and discussion	Lectures		Democratic negotiation	1	14
Questions and discussion	Lectures		Conditions for the success of the democratic system	1	15
Questions and discussion	Lectures		Respect for human rights and political pluralism	1	16
Questions	Lectures		Peaceful transfer of	1	17

and discussion			power		
Questions and discussion	Lectures		Political equality	1	18
Questions and discussion	Lectures		Respect for the majority principle	1	19
Questions and discussion	Lectures		Second exam	1	20
Questions and discussion	Lectures		The main components or components of democracy	1	21
Questions and discussion	Lectures		Citizenship	1	22
Questions and discussion	Lectures		Political participation in elections	1	23
Questions and discussion	Lectures		Deputies and responsibility	1	24
Questions and discussion	Lectures		The opposition	1	25
Questions and discussion	Lectures		Separation of government and parliament	1	26

Questions and discussion	Lectures		Constitutional legitimacy	1	27
Questions and discussion	Lectures		Pillars of the democratic system	1	28
Questions and discussion	Lectures		The concept of elections and their legal adaptation	1	29
Questions and discussion	Lectures		Democracy, Governance and Exam	1	30

11.Evaluation of the decision

A grade of 100 is distributed according to the tasks assigned to the student such as

Daily exams

Surprise exams

– **Giving grades to students in the room for questions asked**

The homework

12.Sources of learning and teaching

The body of Iraqi laws related to general principles and tourism legislation and the author of Dr. Sahar toward Ghanem	Required books (methodology, if any)
A series of lectures by references in democracy, including: Democracy, Charles Tilly translated by Mohammed Fadel Tabach, Center for Arab Unity Studies, 2010; As well as the roots of democracy and the problems of application Mohammed Hamid Al-Ahmari, the Arab Network for	Principal references (sources)

Research and Publishing, 2016; as well as the question of democracy in the Arab world, Ali Khalifa Al-Kuwari and others, Center for Arab Unity Studies, 2014.	
	Recommended books and supporting references (scientific journals, reports...)
	Electronic references, Internet sites

Model description for Crimes of the Baath regime in Iraq

1. Name of Rapporteur:					
Crimes of the Baath regime in Iraq					
2. Symbol of decision					
Tts11					
3. Semester/year					
2023–2024					
4. The date this description was prepared:					
1/4/2024					
5. Available forms of attendance:					
Attendance and electronic					
6. Number of hours (total)/ number of units (total)					
30/1					
7. Name of the course administrator (if more than one name is mentioned)					
Name: M.M. Fadia Abdul Hamid Saleh email: fadia_salih@uomosul.edu.iq					
8. Objectives of the decision					
<p>The Baath regime in Iraq committed a large number of different crimes and the differences require explaining concepts and definitions for the student to be aware of what he is going through</p>			<p>Objectives of the study material</p>		
9. Teaching and learning strategies					
<p>Providing students with advanced scientific methods to communicate information through the sources available in the library about the course provided to the student from modern sources in the course.</p>					<p>Strategy</p>
.Structure of the decision					
Method of assessment	Way of learning	Name of unit or subject	Required learning outcomes	Hours	The week
Questions and discussion	Lectures		Introduction to the article	1	1

Questions and discussion	Lectures		The concept of crimes and their sections	1	2
Questions and discussion	Lectures		Sections of crimes	1	3
Questions and discussion	Lectures		Types of international crimes	1	4
Questions and discussion	Lectures		The first exam	1	5
Questions and discussion	Lectures		Decisions of the Supreme Criminal Court	1	6
Questions and discussion	Lectures		Psychological and social crimes and their consequences	1	7
Questions and discussion	Lectures		Psychological crimes	1	8
Questions and discussion	Lectures		Classification of tourist establishments	1	9
Questions and discussion	Lectures		Mechanisms of psychological crimes	1	10
Questions and	Lectures		Social crimes	1	11

discussion					
Questions and discussion	Lectures		Violations of Iraqi laws	1	12
Questions and discussion	Lectures		Some decisions of violations	1	13
Questions and discussion	Lectures		Environmental crimes	1	14
Questions and discussion	Lectures		Military and radioactive contamination	1	15
Questions and discussion	Lectures		Use of weapons	1	16
Questions and discussion	Lectures		Contamination by radioactive materials	1	17
Questions and discussion	Lectures		City of Halabja	1	18
Questions and discussion	Lectures		Destruction of towns and villages	1	19
Questions and discussion	Lectures		Dry the marshes	1	20
Questions and	Lectures		Cutting the palm groves	1	21

discussion					
Questions and discussion	Lectures		Collective crimes	1	22
Questions and discussion	Lectures		acsdent 1963	1	23
Questions and discussion	Lectures		Events of the popular uprising	1	24
Questions and discussion	Lectures		Chronological classification of genocide graves	1	25
Questions and discussion	Lectures		The Cemetery Gate	1	26
Questions and discussion	Lectures		Mendelian Cemetery	1	27
Questions and discussion	Lectures		Cemetery of Gold	1	28
Questions and discussion	Lectures		The Anfal Massacre	1	29
Questions and discussion	Lectures		Location of the sleeping road	1	30

11.Evaluation of the decision

A grade of 100 is distributed according to the tasks assigned to the student such as

Daily exams**Surprise exams**

- Giving grades to students in the room for questions asked

The homework**12.Sources of learning and teaching**

Course of study	Required books (methodology, if any)
	Principal references (sources)
Approved by the Ministry of higher Education and Scientific Research ,2023.	Recommended books and supporting references (scientific journals, reports...)
	Electronic references, Internet sites

Course Description for Tourist monuments

1. Course Name:	
Tourist monuments	
2. Course Code:	
Tts10	
3. Semester / Year:	
2023_2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
Attendance and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total)	
90/3	
7. Course administrator's name (mention all, if more than one name)	
Name: Sanarya Nabeel Mohammed Email: sanarya.nabeel@uomousl.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • At the end of the semester, students are expected to have learned • The following: • Concepts and foundations of conference management principles • What is the general culture of conference management? • General facilities for holding conferences • Other concepts related to

9. Teaching and Learning Strategies

Strategy	<p>1- At the end of the semester, students are expected to have learned the following: -</p> <p>2- Concepts and foundations of tourism effects.</p> <p>3- What are the types of archaeological tourist cities?</p> <p>4- Concepts about historical eras.</p> <p>5- Other concepts related to Near Eastern civilizations.</p> <p>Skills objectives for the course</p> <p>1- Identifying the nature of archaeological cities.</p> <p>2- The importance of supporting archaeological sites and developing their capabilities and their impact on the general economic and social situation And culturally.</p> <p>3- Developing the work of tourism companies by training and holding seminars related to how to deal with tourists in Archaeological sites.</p> <p>4- Identify the most important work pressures and strive to reduce them to the least possible extent</p> <p>5- How to identify tourism trends used in tourism organizations for success The field of tourism sector in the country.</p> <p>Teaching and learning methods</p> <p>1- Lectures</p> <p>2- Discussions</p> <p>3- Daily exams</p> <p>Evaluation methods</p> <p>1- Written exams</p> <p>2- Oral exams</p>
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3- Duties assigned to students

4- Daily exams

Emotional and value goals

1- Teaching students to search for problems, link them to the scientific material, and ways to solve them in a logical order and sequence.

2- - Teaching students to search for realistic problems, link them to the scientific material, and present them in an order and sequence

Logical .

3- - Urging students to be objective in discussions about the challenges facing archaeological sites

From various tourists and to arrive at appropriate solutions and correct methods towards the success of tourism in

Country ..

4- -Teaching students to think in a scientific manner, analyze and deduce.

5- - Motivating students to find realistic problems and solve them in a scientific way.

thinking skills

C1- Transferable general and qualifying skills (other skills related to employability and development).

Personal (

C 2- Skills in searching for books and research closely related to the specialty.

C3- Skills in using the Internet and the electronic search mechanism.

10. Course Structure

Week	Hours	Required Learning	Unit or subject name	Learning method	Evaluation method
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		Outcomes			
1	3	Knowledge and skills	Presenting the subject's vocabulary to students and the plan Studying in Suwayda Of which	discussion	Lectures
2	3	Knowledge and skills	The concept of tourist effects	discussion	Lectures
3	3	Knowledge and skills	The concept of archaeological areas	Discussion and exam As a test	Lectures
4	3	Knowledge and skills	Cultural Heritage	discussion	Lectures
5	3	Knowledge and skills	First Dynasty of Babylon	<i>quize</i>	Lectures
6	3	Knowledge and skills	Akkadian era	discussion	Lectures
7	3	Knowledge and skills	Near Eastern Civilizations	Written exam	Lectures
8	3	Knowledge and skills	One exam	discussio	Lectures
9	3	Knowledge and skills	Types of eras	discussio	Lectures
10	3	Knowledge and skills	Third Dynasty of Ur	discussio	Lectures

11	3	Knowledge and skills	The ancient Babylonian era	Acting scenes Video about Performance skills For the tourist student	Lectures
12	3	Knowledge and skills	Babylonian dynasty and era Hammurabi	Daily exam	Lectures
13	3	Knowledge and skills	The Auran Empire	discussion	Lectures
14	3	Knowledge and skills	Neo-Babylonian era Chaldean era	Written exam	Lectures
15	3	Knowledge and skills	Exam 2	Second course	Lectures
16	3	Knowledge and skills	Foreign covenants in Iraq	discussion	Lectures
17	3	Knowledge and skills	Elements of cultural attraction And historical	Daily exam And discussion	Lectures
18	3	Knowledge	The origins and	discussion	Lectures

		and skills	history of Mosul And its effects		
19	3	Knowledge and skills	Ashur (Shirqat Castle)	discussion	Lectures
20	3	Knowledge and skills	Other landmarks and monuments	discussion	Lectures
21	3	Knowledge and skills	Erbil (Arbella)	Daily exam And discussion	Lectures
22	3	Knowledge and skills	Chapter exam	Written exam	Lectures
23	3	Knowledge and skills	The origins of Zakho and its effects	discussion	Lectures
24	3	Knowledge and skills	Reasons for founding a city Samarra and its ruins	Daily exam And discussion	Lectures
25	3	Knowledge and skills	The emergence of Baghdad and its effects	discussion	Lectures
26	3	Knowledge and skills	Antiquities of the southern region	discussion	Lectures
27	3	Knowledge	Antiquities of	discussion	Lectures

		and skills	Babylon/Kufa/Wasit		
28	3	Knowledge and skills	Warka ruins/ Antiquities of Basra	discussion	Lectures
29	3	Knowledge and skills	Special development trends With urban heritage	discussion	Lectures
30	3	Knowledge and skills	Second semester exam	Exam	Lectures

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	<p>1_ كاظم الخزعلي مبادئ الآثار السياحية، الجامعة المستنصرية، 2023</p> <p>2- فيكي كاتسوني، السياحة الثقافية والتراث، 2016</p> <p>3- ماكيرشر هيلي، سياحة الثقافة الشراكة السياحة والتراث الثقافي، 2000</p>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

Course Description for English Language

1. Course Name:					
English Language/ Second stage					
2. Course Code:					
Tts3					
3. Semester / Year:					
2023/2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
Fully attendance					
6. Number of Credit Hours (Total) / Number of Units (Total)					
30 / 1 units					
7. Course administrator's name (mention all, if more than one name)					
Name: Lecturer. Asan Hashim Hamdoon Email: asan.hashem@uomosul.edu.iq					
8. Course Objectives					
Course Objectives	<ul style="list-style-type: none"> Introducing students to tourism vocabulary, concepts, and professional topics at the introductory level. Focusing on and developing students' learning skills (reading, listening, speaking, and writing) 				
9. Teaching and Learning Strategies					
Strategy	<ul style="list-style-type: none"> Lectures Discussion Brain storming Diverse activities 				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	1	Introduction to some tourism vocabulary	Introductory Lecture and Passage on Concept of Tourism	Lecture	There are no
2	1	Develop writing skills	Present Tense Continuous Rules	Lecture	Exams
3	1	Develop reading skills	Passage on the Importance of Tourism	Lecture	Exams
4	1	Develop speaking and vocabulary skills	Vocabulary on Tourism and Hospitality	Lecture	Theoretical

5	1	Develop my reading and speaking skills	Passage on the Importance of Tourism for Countries	Lecture	Exams
6	1	Develop my reading and speaking skills	Preposition Grammar Lesson	Lecture	Exams
7	1	Assess skill level	Grammar Only Exam	Lecture	Theoretical
8	1	Develop reading skills	Passage on Hotel Management System	Lecture	Exams
9	1	Develop speaking and vocabulary skills	Adjective Opposites Rules	Lecture	Exams
10	1	Test my reading and speaking skills	Grammar and Passage Exam	Lecture	Theoretical
11	1	Develop my reading and speaking skills	Completion of Hotel Management System Passage	Lecture	Theoretical
12	1	Develop writing skills	English Passage on the Importance of Tourism for the Country's Economy	Lecture	Exams
13	1	Develop reading skills	Pre-Midterm Review	Lecture	Exams
14	1	Develop my reading and speaking skills	Post-Midterm	Lecture	There are no
15	1	Develop my reading and speaking skills	Conversation	Lecture	Exams
16	1	Develop writing skills	Passage on Types of Tourism	Lecture	Exams
17	1	Develop reading skills	Simple Present Tense Rules	Lecture	Theoretical
18	1	Develop speaking and vocabulary skills	Passage on the Importance of the English Language	Lecture	Exams
19	1	Develop my reading and speaking skills	Passage on Burj Al Arab Hotel	Lecture	Exams
20	1	Develop my reading and speaking skills	Completion of the Above Passage	Lecture	Theoretical
21	1	Develop speaking skills	Simple Past Tense Grammar Lesson	Lecture	Exams
22	1	Develop reading skills	Passage on Tourism and Hospitality	Lecture	Exams
23	1	Assess speaking and vocabulary skills	Completion of the Previous Passage	Lecture	Theoretical
24	1	Develop my reading and speaking skills	Grammar Exam: Simple Present and Simple Past Tenses	Lecture	Theoretical
25	1	Develop my reading and speaking skills	Passage on The Berg Hotel	Lecture	Exams
26	1	Develop writing skills	Completion of the Previous Passage	Lecture	Exams
27	1	Develop reading skills	Passage on Tourism Investment	Lecture	Theoretical
28	1	Assess learning level	Completion of the Above Passage	Lecture	Exams
29	1	Assess the development of reading, speaking, writing, and listening skills	Content Passage Exam	Lecture	Exams
30	1	Introduction to some tourism vocabulary	General Review	Lecture	There are no

11.

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Oxford English for Careers/ Tourism 2/ Student's Book By Robin Walker and Keith Harding
Main references (sources)	New Headway Plus / Pre -Intermediate Student's Book By John and Liz Soars
Recommended books and references (scientific journals, reports...)	-
Electronic References, Websites	Using Internet to download some books and reference

Course Description for French language

1. Course Name:					
French language					
2. Course Code:					
Tts5					
3. Semester / Year: year					
2023– 2024					
4. Description Preparation Date:					
1 /4/2024					
5. Available Attendance Forms:					
In presence					
6. Number of Credit Hours (Total) / Number of Units (Total)					
1/30					
7. Cours administrator's (mention all, if more than one name)					
Name: Maha Ammar Yousef Email: maha.yousif@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			Teaching French, one of the world's major languages, in the field of tourism, and instructing students on how to build grammatically correct sentences and structures.		
9. Teaching and Learning Strategies					
Strategy		<ul style="list-style-type: none"> Lecture. Dialogue and Discussion. Collaborative Learning and Grouping. Brainstorming. Using Presentation Screens and Audio Devices. 			
10. Course Structure					
WEEK	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1	1	L'alphabet français	Cours	Examen
2	1	Sons de la langue française	Cours	Examen
3	1	Règles de ponctuations	Cours	Examen
4	1	Types des accents	Cours	Examen
5	1	Les pronoms sujets	Cours	Examen
6	1	Verbe (être)au présent et exercices	Cours	Examen
7	1	Verbe (avoir)au présent et	Cours	Examen
8	1	Les articles définis et exercices	Cours	Examen
9	1	Les articles indéfinis et exercices	Cours	Examen
10	1	Se présenter quelqu'un	Cours	Examen
11	1	Des Salutations	Cours	Examen
12	1	Les nombres cardinaux	Cours	Examen
13	1	Les nombres ordinaux	Cours	Examen
14	1	Les jours de la semaine	Cours	Examen
15	1	Les saisons de l'année	Cours	Examen
16	1	Les moments de la journée	Cours	Examen
17		Expression interrogative	Cours	Examen
18		Le verbe en premier groupe	Cours	Examen
19		présent	Cours	Examen
20		Le verbe en deuxième groupe	Cours	Examen
21		présent	Cours	Examen
22		Les fruits et les légumes	Cours	Examen
23		Le menu de repas en français	Cours ou	Examen
24		Le pays des gourmandes	Cours	Examen
25		La cuisine française	Cours	Examen
26		Les mois de l'année	Cours	Examen
27		Le futur simple	Cours	Examen
28		Les professions	Cours	Examen
29		Les prépositions de lieu	Cours	Examen
30		La négation	Cours	Examen
		L'heur et le temps		

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc.

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Cours de langue et de civilisation français
Main references (sources)	G. MAUGER

Recommended books and references (scientific journals, reports...)	Entre nous
Electronic References, Websites	Français facile

Course Description for Tourism economy 2

1. Course Name:

Tourism economy 2

2. Course Code:

Tts4

3. Semester / Year:

2023-2024

4. Description Preparation Date:

1/4/2024

5. Available Attendance Forms:

physical attendance

6. Number of Credit Hours (Total) / Number of Units (Total)

2/60

7. Course administrator's name (mention all, if more than one name)

Name: Ghaidaa Nafie Mohamed

Email: ghaidaa.nafie@uomosul.edu.iq

8. Course Objectives

Course Objective:

The course aims to enhance students' understanding of the overall tourism economy and contribute to the development of leadership skills in the field of tourism economics/secondstage, as well as the ability to manage and pioneer projects. Additionally, the course aims to provide students with theoretical and practical scientific experiences in the field of how to make economic decisions based on readings at the national economic level.

9. Teaching and Learning Strategies

Strategy

1- Providing students with quantitative methods.
2- Utilizing advanced scientific methods and utilizing available library resources to deliver them.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		National income and tourism income.		Attendance and participation in the lecture.
2	2		The importance, concepts		Attendance and

			of gross national product and its derivatives.		participation in the lecture.
3	2		cash income and real income.		Attendance and participation in the lecture.
4	2		methods of calculating national income (Part 1),		Attendance and participation in the lecture.
5	2		methods of calculating national income (Part 2).		Attendance and participation in the lecture.
6	2		Tourism income and its concepts and measurement.		Attendance and participation in the lecture.
7	2		Tourism and its importance in foreign and domestic trade/general concepts.		Attendance and participation in the lecture.
8	2		Foreign trade and domestic trade.		Attendance and participation in the lecture.
9	2		Reasons for foreign trade		Attendance and participation in the lecture.
10	2		Definition and concept of the balance of payments		Attendance and participation in the lecture.
11	2		Components of the balance of payments		Attendance and participation in the lecture.
12	2		Practical mathematical example		Attendance and participation in the lecture.
13	2		General notes on the balance of payments		Attendance and participation in the lecture.
14	2		General concepts and contents of the tourism balance		Attendance and participation in the lecture.
15	2		Positive and negative effects of tourism on the balance of payments.		Attendance and participation in the lecture.
16	2		Exam.		Attendance and participation in the lecture.
17	2		General concepts of tourism.		Attendance and participation in the lecture.

18	2		Types of unemployment, their effects, and solutions.		Attendance and participation in the lecture.
19	2		Importance of employment in the tourism sector.		Attendance and participation in the lecture.
20	2		Impact of tourism on creating new job opportunities.		Attendance and participation in the lecture.
21	2		Skills and professions required in tourism		Attendance and participation in the lecture.
22	2		Investment multiplier and tourism economy: Concept, derivation, origin		Attendance and participation in the lecture.
23	2		Relationship between marginal propensity to consume and investment multiplier.		Attendance and participation in the lecture.
24	2		Relationship between marginal propensity to save and investment multiplier		Attendance and participation in the lecture.
25	2		Mathematical examples for application.		Attendance and participation in the lecture.
26	2		Conditions of operation of tourism investment multiplier.		Attendance and participation in the lecture.
27	2		Transportation and tourism transportation: Its types, importance		Attendance and participation in the lecture.
28	2		Tourism transportation: Types.		Attendance and participation in the lecture.
29	2		Economic development and tourism development: General concepts.		Attendance and participation in the lecture.
30	2		Difference between economic growth and economic development		Attendance and participation in the lecture.

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books if any)

Main references (sources)

"Theories of Macroeconomics and Their Application to the Tourism Economy" by Ismail Mohammed Ali and Ilham Khudair Shabr, 2014, Dar Al-Kutub Wal-Watha'iq, Mustansiriyah University, Baghdad.

Recommended books and references (scientific journals, reports...)

Electronic References, Websites

Course Description for Professional ethics

1. Course Name:	
Professional ethics	
2. Course Code:	
Tts1	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In-person lectures	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60/2	
7. Course administrator's name (mention all, if more than one name)	
Name: Abdullah Muhammad Taher Email: Abdulla.Altai@uomosul.edu.iq	
8. Course Objectives	
Objectives of the study subject	<ul style="list-style-type: none"> • The student will have knowledge of moral qualities and obligations • How to deal with others and respect laws, regulations and legislation • Ethical dealing with the employee
9. Teaching and Learning Strategies	
Strategy	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center;">-</p> <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Concepts and foundations of professional ethics • - Understanding the basics of professional ethics • - Providing students with experience and skills in good moral qualities </div> <div style="border: 1px solid black; padding: 10px;"> <p>Subject-specific skills</p> <ul style="list-style-type: none"> - Teaching the student to deal with various situations related to ethics topics Identify problems related to the topic and try to overcome them -Identify skills in how. - The ability to conclude and evaluate. </div>

Teaching and learning methods (do not change)
Providing students with quantitative methods and adopting advanced scientific methods to deliver the course through the resources available in the library regarding the course
Evaluation methods
<ul style="list-style-type: none"> - Daily exams - Surprise exams - Giving grades to students in the hall for questions asked to them - Homework
C- Thinking skills <ul style="list-style-type: none"> - Asking questions related to the course topics - Developing intellectual and mental ability related to ethical behavior
Teaching and learning methods
Teaching students how to think and analyze a topic
D- General and transferable skills
<ul style="list-style-type: none"> - Calculator skills - Skills in adopting advanced and simple quantitative methods - Thinking and analysis skills

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Professional ethics/concept	Chapter one		
2	2	Its importance	Chapter one		
3	2	Its sources	Chapter one		
4	2	Its nature	Chapter II		
5	2	Elements of job ethics	Chapter II		
6	2	Positive duties of job ethics	Chapter II		
7	2	Negative duties of job ethics	Chapter II		
8	2	Job ethics in legislation	Chapter II		
9	2	Ethical problems facing employers	Chapter II		
10	2	Sources of work ethics	the fourth chapter		
11	2	Intrinsic value system			
12	2	Social value system	the fourth chapter		
13	2	Sources of professional ethics	the fourth chapter		
14	2	Sources	chapter		
15	2	Exam	Chapter V		

16		2	Laws, regulations and legislation	Chapter V		
17		2	Factors that help form moral	Chapter V		
18		2	Methods of moral training	Chapter si		
19		2	Environmental methods morality training	Chapter si		
20		2	Develop an ethical strategy	Chapter VI		
21		2	Steps to building an eth strategy	Chapter VI		
22		2	Personal principles	Chapter VI		
23		2	Moral qualities and obligatio	Chapter VI		
24		2	Ethics in dealing with others	Chapter		
25		2	Special moral standard	Eight		
26		2	An example of work ethics	Chapter		
27		2	Ethical standards for employees	Eight		
28		2	Ethical dealing with employee	Chapter		
29		2	Exam	Eight		
30		2	review	Chapter		
				Eight		
				Chapter		
				Nine		
				Chapter		
				Nine		

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Ethics in Management, Mohamed Ab Fattah Yaghi, 2012, Dar Al-Awael for Publishing and Distribution / Amman
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

Course Description for Tourism geography

1. Course Name:					
Tourism geography					
2. Course Code:					
Tts8					
3. Semester / Year:					
2023-2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
In-person and electronic					
6. Number of Credit Hours (Total) / Number of Units (Total):					
90/3					
7. Course administrator's name (mention all, if more than one name)					
Name: assist. Lecturer. : Manal Rafat Khaled Email: manal.r.k@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			<ul style="list-style-type: none"> • Giving the student an image of the concept of geography And tourism • Clarifying the close relationship between geography and tourism • Explaining the significant impact of natural and human geographical factors on tourism and activity 		
9. Teaching and Learning Strategies					
Strategy		Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.			
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	The concept of tourism		Lectures	Questions and

		geography			discussion
2	3	tourism		Lectures	Questions and discussion
3	3	Definition of tourism		Lectures	Questions and discussion
4	3	Historical development of tourism		Lectures	Questions and discussion
5	3	The relationship of geography to tourism		Lectures	Questions and discussion
6	3	Natural tourist attractions		Lectures	Questions and discussion
7	3	Natural tourist attractions		Lectures	Questions and discussion
8	3	Human tourist attractions		Lectures	Questions and discussion
9	3	Human tourist attractions		Lectures	Questions and discussion
10	3	The importance of tourism and its types		Lectures	Questions and discussion
11	3	The importance of tourism and its types		Lectures	Questions and discussion
12	3	Environmental pollution and its impact on tourism		Lectures	Questions and discussion
13	3	The concept of environmental pollution		Lectures	Questions and discussion
14	3	Factors causing environmental pollution		Lectures	Questions and discussion
15	3	Types of pollution		Lectures	Questions and discussion
16	3	Tourism and environment		Lectures	Questions and discussion
17	3	The importance of environmental tourism		Lectures	Questions and discussion
18	3	Tourism industry		Lectures	Questions and discussion
19	3	Components of the tourism industry		Lectures	Questions and discussion
20	3	The importance of the tourism industry		Lectures	Questions and discussion
21	3	Exam		Lectures	Questions and discussion
22	3	The role of the tourism industry in the economy		Lectures	Questions and discussion
23	3	Procedures of some		Lectures	Questions

		countries in the tourism industry			and discussion
24	3	Tourism industry in Iraq and the Arab world		Lectures	Questions and discussion
25	3	Problems and obstacles to tourism growth		Lectures	Questions and discussion
26	3	Tourism development		Lectures	Questions and discussion
27	2	Obstacles to tourism development		Lectures	Questions and discussion
28	2	The impact of security problems on tourism investment		Lectures	Questions and discussion
29	2	review		Lectures	Questions and discussion
30	2	Exam		Lectures	Questions and discussion

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student

- Daily exams
- Surprise exams
- Giving grades to students in the hall for questions asked to them
- Homework

12. Learning and Teaching Resources

Required textbooks (curricular books and any)	
Main references (sources)	بشير ابراهيم لطيف، ابراهيم راشد الشمري ، دراسات في جغرافية العراق السياحية والترفيهية، 20002
Recommended books and references (scientific journals, reports...)	Recent reports from the Internet linked to geography and tourism
Electronic References, Websites	

Course Description for Tourist guides

1. Course Name:	
Tourist guides	
2. Course Code:	
Tts6	
3. Semester / Year:	
2023-2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In person and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total)	
3/90	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: Dr. Haitham_Ahmed @ uomosul.edu.iq	
8. Course Objectives	
Course Objecti	<p>Introducing the science of tourism guidance as a science and profession in the field of the various tourism industry.</p> <p>Obtaining information that helps determine the necessary needs for developing tourist guidance.</p> <p>Knowing the specifications required for tourist guides at the local and international levels and the possibilities and job opportunities available to them.</p> <p>Learn about the most important methods developed or used in the field of tourist guidance, regionally and internationally.</p> <p>Learn about some successful international experiences in the field of tourism guidance.</p> <p>Explaining the important role of the tour guide in leading and directing tourist groups.</p>
9. Teaching and Learning Strategies	
Strateg	<p style="text-align: center;">First: Cognitive objectives</p> <p>1- Highlighting the important role of the tour guide in the success of the tourism sector</p> <p>2-Identifying important means and tools that will develop and advance the capabilities of tourist guides.</p> <p>3- Providing students with the necessary information and experiences in order to qualify them for future counseling work.</p> <p>4- Providing the student with the moral ideals that must be adhered to when dealing with</p>

different tourist groups.

Second: The program's skill objectives

1-Successful planning in order to prepare highly efficient tourist guides.

2- It explains the most important means that encourage attracting sufficient numbers of workers in the field of tourism guidance.

3-Learn how to select and compare applicants to work in the field of tourism guidance.

4- How to protect, in the field of tourism guidance, the tourist group they accompany from dangers and fraudulent operations.

-Methods of teaching and learning

Electronic lectures - audio recordings - discussion panels - reports - evaluation methods - written exams - oral exams - reports - discussion questions

C- Emotional and value-based goals

1- Teaching the student to find and create problems that are logical and based on reality and that are related to the subject of tourism guidance and are in the form of questions to encourage students to participate in discussions about the obstacles faced by tourism guidance in Iraq.

2- Sequential and interconnected questions and ideas

3- Scientific and logical in the discussions presented

4- Thoughtful scientific analysis and planning

5- Teaching and learning methods -

6- Lectures -

7- Questions and discussions regarding everything related to Irshad. –

8- A scientific field visit to tourist sites -

9- Means of clarification such as brochures, magazines, etc

10 - Evaluation methods -

11- Oral questions and discussions -

12- Asking questions about the subject and observing the student's academic potential

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Knowledge and skills	Presenting the subject's vocabulary to students and the study plan and adhering to it	discussion	Lectures
2	3	Knowledge and skills	Historical development of tourist guidance	discussion	Lectures
3	3	Knowledge and skills	The concept of tourist guidance	discussion	Lectures

4	3	Knowledge and skills	The importance of tourist guidance	discussion	Lectures
5	3	Knowledge and skills	Components of tourism activity and interactive components between tourism elements	discussion	Lectures
6	3	Knowledge and skills	Objectives of tourism guidance	discussion	Lectures
7	3	Knowledge and skills	tourist guide	discussion	Lectures
8	3	Knowledge and skills	The concept and definition of a tour guide	discussion	Lectures
9	3	Knowledge and skills	Types of tour guides	discussion	Lectures
10	3	Knowledge and skills	Characteristics of a tour guide and characteristics of tourism	discussion	Lectures
11	3	Knowledge and skills	Characteristics and qualities of a tour guide	discussion	Lectures
12	3	Knowledge and skills	Characteristics and qualities of tourists	discussion	Lectures
13	3	Knowledge and skills	Preparing the tour guide	discussion	Lectures
14	3	Knowledge and skills	Duties and responsibilities of a tour guide	discussion	Lectures
15	3	Knowledge and skills	General responsibility, appearance and	First semester	First semester exam

			behavior	exam	
16	3	Knowledge and skills	Technical responsibility	discussion	Lectures
17	3	Knowledge and skills	Cultural responsibility	discussion	Lectures
18	3	Knowledge and skills	Marketing responsibility	discussion	Lectures
19	3	Knowledge and skills	Addressing tourist groups	discussion	Lectures
20	3	Knowledge and skills	Tourist facilities related to passports and entry visas	discussion	Lectures
21	3	Knowledge and skills	Tourist facilities related to crossing points	discussion	Lectures
22	3	Knowledge and skills	Tourism facilities related to tourist registration and customs	discussion	Lectures
23	3	Knowledge and skills	Tourism facilities related to transportation	discussion	Lectures
24	3	Knowledge and skills	Tourism facilities related to fees, taxes and financial burdens	discussion	Lectures
25	3	Knowledge and skills	Tourism facilities related to tourism media	discussion	Lectures
26	3	Knowledge and skills	Tourism facilities related to health aspects and medical services	discussion	Lectures

27	3	Knowledge and skills	Tourism facilities related to social aspects	discussion	Lectures
28	3	Knowledge and skills	Tourism facilities related to cultural aspects	Second semester exam	Second semester exam
29	3	Knowledge and skills	Tourist facilities related to the secretariat	discussion	Lectures
30	3	Knowledge and skills	Tourism facilities related to stimulating regional tourism movement	discussion	Lectures

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

Final exam	First semester	mid-year	second semester
60 degrees	Monthly exam + preparation + attendance	Mid-year exam	Monthly exam + preparation + attendance
	10 degrees	20 degrees	10 degrees

12. Learning and Teaching Resources

Required textbooks (curriculum books, if any)	
Main references (sources)	1- Principles of Tourist Guidance, a group of authors, Amman 2014 2- Muthanna Taha Al-Houri, Tourist Guidance, Al-Warraq

	Foundation, Amman 2002
Recommended books and references (scientific journals, reports...)	Abeer bint Muhammad bin Rabie, Ethics of the Tourist Guidance Profession, 2012
Electronic References, Websites	

Course Description Form for Sustainable tourism

1. Course Name:	
Sustainable tourism	
2. Course Code:	
Tts7	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In presence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
3/90	
7. Course administrator's name (mention all, if more than one name)	
Name: Hiba Khalid Baker Email: hiba.khalid@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>The course aims to raise students' understanding the subject of tourism media and contribute developing their leadership skills in the field of tourism and the ability to manage and operate pioneering future projects. The course aims to provide the student with scientific, practical, theoretical and academic experiences in the field of tourism and media given subject's cultural and cultural heritage.</p>
9. Teaching and Learning Strategies	
Strategy	
10. Course Structure	

Evaluation method	Learning method	Unit or subject name	Required Learning Outcomes	Hours	Week
Examen	Cours		The concept of sustainable development and its elements	3	1
Examen	Cours		The concept of sustainable tourism and international interest in it	3	2
Examen	Cours		Goals and characteristics of sustainable development	3	3
Examen	Cours		Forms of sustainable tourism development	3	4
Examen	Cours		The concept of tourism empowerment and its goals	3	5
Examen	Cours		Environment concept	3	6
Examen	Cours		Components of the environment, its divisions and resources	3	7
Examen	Cours		Conditions for the development of tourist areas	3	8
Examen	Cours		Means of treating environmental problems resulting from urbanization in tourist sites	3	9
Examen	Cours		Means of treating environmental problems resulting from urbanization in tourist sites	3	10
Examen	Cours		Characteristics of environmental organizations	3	11
Examen	Cours		Characteristics of environmental organizations	3	12
Examen	Cours		Humans, the environment and the sustainability of natural resources	3	13

Examen	Cours		Humans, the environment and the sustainability of natural resources	3	14
Examen	Cours		Semester exam	3	15
Examen	Cours		Tourist site life cycle and sustainable tourism development	3	16
Examen	Cours		Ecotourism development and the foundations of its sustainability	3	17
Examen	Cours		Developing archaeological and heritage sites within the framework of sustainable tourism development	3	18
Examen	Cours		Developing archaeological and heritage sites within the framework of sustainable tourism development	3	19
Examen	Cours		The relationship between sustainable tourism and ecotourism	3	20
Examen	Cours		Principles of sustainable development management for tourist sites	3	21
Examen	Cours		Sustainable tourism experiences	3	22
Examen	Cours		Sustainable tourism experiences	3	23
Examen	Cours		Sustainable tourism experiences	3	24
Examen	Cours		How to preserve archaeological and heritage sites	3	25
Examen	Cours		Absorptive capacity, its models and concepts	3	26
Examen	Cours		The concept of sustainable tourism planning and its pillars of archaeological and heritage sites	3	27

Examen	Cours		The dangers and challenges facing archaeological sites)	3	28
Examen	Cours		Curriculum review	3	29
Examen	Cours		Semester exam	3	30

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11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	ممة، كباشي حسين، 2020، التخطيط السياحي ره في مناطق التراث الاثري، مجلة جامعة شندي، العدد التاسع.:
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	Websites

Course Description Form Tourist Behavior

1. Course Name	
Tourist Behavior	
2. Course Code	
Tts9	
3. Semester / Year	
2023–2024	
4. The history of preparation of this description	
1/4/2024	
5. Available Attendance Forms	
Classrooms	
6. Number of Credit Hours (Total) / Number of Units (Total)	
90/3	
7. Course administrator's name (if more than one name)	
Name: Email: ahmed.kannan@uomosul.edu.iq Ahmed Kanaan Hussein Al-Dabbagh	
8. Course Objectives	
<p>* Concept recognition. * The nature and benefits of studying behavior. * The importance of studying behavior. * Characteristics of behavior. * Approaches to the study of behavior. * Factors that contribute to the development of behavior. * Behaviors of living organisms. * Theories of behavior. * Peoples' behavioral experiences. * Behavior engineering. * Behavior technology. *</p>	<p>Course Objectives</p>
9. Teaching and Learning Strategies	
<p>- Teaching students how to do methods of thinking and objective analysis</p> <p>- Provide students with the basics of the course and additional topics</p> <p>- Ask intellectual questions in related mathematics topics</p> <p>- Ask intellectual questions that require different points of view such as homework</p>	<p>Strategy</p>

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10. Course Structure

Evaluation method	Learning method	Unit or subject name	Required Learning Outcomes	Hours	The week
Lectures/Css	Questions & Discussion	Chapter One	Definition and concepts of behavior	3	1
Lectures/Css	Questions & Discussion	Chapter One	Benefits of Studying Behavior Management	3	2
Lectures/Css	Questions & Discussion	Chapter One	The Importance of Behavior Management	3	3
Lectures/Css	Questions & Discussion	Chapter One	Characteristics of behavior	3	4
Lectures/Css	Questions & Discussion	Chapter One	A little research on behavior management	3	5
Lectures/Css	Questions & Discussion	Chapter One	First exam	3	6
Lectures/Css	Questions & Discussion	Chapter One	Behavior Management Approaches	3	7
Lectures/Css	Questions & Discussion	Chapter One	Standards for the study of behavior	3	8
Lectures/Css	Questions & Discussion	Chapter One	Factors contributing to the development of behavior	3	9
Lectures/Css	Questions & Discussion	Chapter One	Behaviors of living organisms	3	10
Lectures/Css	examination		Research on some behaviors of living organisms	3	11
Lectures/Css	Questions & Discussion		Research Discussion	3	12
Lectures/Css	Questions & Discussion	Chapter Two	Theories of behavior	3	13
Lectures/Css	Questions & Discussion	Chapter Two	People's behavioral experiences	3	14
Lectures/Css	Questions & Discussion	Chapter Two	Search for some behavioral experiences of peoples	3	15
Lectures/Css	Questions & Discussion	Chapter Two	Research Discussion	3	16
Lectures/Css	Questions & Discussion	Chapter Two	Behavior Engineering	3	17
Lectures/Css	Questions & Discussion	Chapter Two	A small search for the given substance	3	18
Lectures/Css	examination		Second exam	3	19

Lectures/Css	Questions & Discussion	Chapter Three	Behavior technology	3	20
Lectures/Css	Questions & Discussion		A small search for the given substance	3	21
Lectures/Css	Questions & Discussion		General Review	3	22
Lectures/Css	Questions & Discussion	For the third semester	Definition and concepts of behavior	3	23
Lectures/Css	Questions & Discussion	For the third semester	Benefits of Studying Behavior Management	3	24
Lectures/Css	examination	For the third semester	The Importance of Behavior Management	3	25
Lectures/Css	Questions & Discussion	For the third semester	Characteristics of behavior	3	26
Lectures/Css	Questions & Discussion	For the third semester	A little research on behavior management	3	27
Lectures/Css	Questions & Discussion		Research Discussion	3	28
Lectures/Css	Questions & Discussion		Review	3	29
Lectures/Css	examination		Second Exam + Exam Review	3	30

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily, oral, monthly, written exams, reports etc

12. Learning and Teaching Resources

– B . F. Skinner: The Technology of Human Behavior, translated by Abdul Qadir Youssef, The World of Knowledge, Kuwait, 1980.	Required textbooks (methodology, any)
	Main references (sources)
– <u>Tourism consumer behavior between theory and practice – Abdul Hussein Musa Al-Shablawi – Dar Al-Ayyam for Publishing and Distribution – first edition 2016</u>	Recommended books and references (scientific journals, reports...)
	Electronic References, Websites

The Third level

Course description for Feasibility study

1. Name of the course					
Feasibility study/third stage					
2. Course code					
Tts5					
3. Semester/year					
Annual academic year 2023-2024					
4. The date this description was prepared					
1/4/2024					
5. Available attendance forms					
In-person and electronic					
6. Number of study hours (total)/number of units (total)					
60 hours/2 units					
7. Name of the course administrator (if more than one name is mentioned)					
Name: Mudrika Dhannoun Yahya Email: mudrikady@uomosul.edu.iq					
8. Course objectives					
Objectives of the study subject			Teaching the student how to conduct preliminary feasibility study for projects Teaching the student what are the costs and returns related to investment projects Informing the student about how projects accepted or rejected		
9. Teaching and learning strategies					
The strategy		Educating, educating and training students on how to build successful investment projects that serve the economic progress of the country			
10. Course structure					
Week	Hours	Required learning outcomes	Name of the unit or topic	Learning method	Evaluation method
1	2	Scientific	Project concept	theoretical	Tests and reports
2	2	knowledge	Justifications for	theoretical	
3	2	Scientific	the feasibility	theoretical	
4	2	knowledge	study	theoretical	
5	2	Scientific	Characteristics of	theoretical	
6	2	knowledge	the feasibility	theoretical	
7	2	Scientific	study	theoretical	
8	2	knowledge	Returns and costs	theoretical	
9	2	Scientific	Project evaluation	theoretical	
10	2	knowledge	Project evaluation	theoretical	
11	2	Scientific	levels	theoretical	
12	2	knowledge	Stages of studying	theoretical	
13	2	Scientific	and evaluating m	theoretical	
14	2	knowledge	Exam	theoretical	
15	2	Scientific	Project economics	theoretical	
16	2	knowledge	Transport	theoretical	
17	2	Scientific	economics	theoretical	
18	2	knowledge	Economics of raw	theoretical	
19	2	Scientific	materials	theoretical	
20	2	knowledge	Labor force	theoretical	

21	2	Scientific knowledge	economics	theoretical	
22	2	Scientific knowledge	Economics of capital	theoretical	
23	2	Scientific knowledge	Detailed feasibility study	theoretical	
24	2	Scientific knowledge	Technical feasibility of the project	theoretical	
25	2	Scientific knowledge	Choosing the project site	theoretical	
26	2	Scientific knowledge	Determine production capacity	theoretical	
27	2	Scientific knowledge	Financial feasibility of the project	theoretical	
28	2	Scientific knowledge	Economic feasibility of the project	theoretical	
29	2	Scientific knowledge	Environmental feasibility	theoretical	
30	2	Scientific knowledge	Analysis of administrative aspects		
		Scientific knowledge	Quantify benefits and costs		
		Scientific knowledge	Components of benefits and costs		
		Scientific knowledge	Expected and current value		
		Scientific knowledge	Exam		
		Scientific knowledge	Sanahiya		
		Scientific knowledge	Project evaluation criteria		
		Scientific knowledge	Partial standards		
		Scientific knowledge	Land value assessment		
		Scientific knowledge	Commercial standards		

11. Course evaluation

Daily and monthly exams, written and oral, and doing research related to the subject/solving mathematical exercises

12. Learning and teaching resources

Required textbooks (methodology, if any)	كتاب: بخيت، الطيب، 2023، دراسات الجدوى وتقييم المشاريع.
Main references (sources)	الكتاب: عبدالكريم، احمد، دراسات الجدوى وتقييم المشاريع الاستثمارية، 2022، المملكة العربية السعودية
Recommended supporting books and references (scientific journals, reports....)	
Electronic references, Internet sites	

Course Description Form French language

1. Course Name:					
French language					
2. Course Code:					
Tts8					
3. Semester / Year:					
2023 –2024					
4. Description Preparation Date:					
1 –4 2024					
5. Available Attendance Forms:					
physical ,and online presence					
6. Number of Credit Hours (Total)					
90/3					
7. Course administrator's name (mention all, if more than one name)					
Name: Sahar Taha Abdullah Email: Sahar .abdullah@uomosul.edu.iq					
8. Course Objectives					
Course Objectives		<ul style="list-style-type: none"> • In order to improve the capacity of students to achieve the best .. • results..... • 			
9. Teaching and Learning Strategies					
Strategy	Using the scientific research and improve the quality of life which help the students to mixed up with the other culture				
10. Course Structure					
Week	Hours	Required	Unit or subject name	Learning	Evaluation method

		Learning Outcomes		method	
1	3		The articles	Lecturing	Questions
2	3		The amount	Lecture	Questions
3	3		The adjective	Lectures	Questions
4	3		The past tens	Lectures	Exercise
5	3		The future	Lectures	explanations
6	3		The past participan	Lectures	Questions
7	3		The present	Lectures	Questions
8	3		The negation	Lectures	Explain
9	3		the integrative	Lecture	Questions
10	3		Verbal phrase	Lectures	Questions
11	3		Verb to be	Lectures	Questions
12	3		Exercises	Lectures	Questions
13	3		Reviews	Lectures	Questions
14	3		Recent paste	Lectures	Questions
15	3		Paste composed	Lectures	Explain
16	3		Recent future	Lectures	Explain
17	3		Future negation	Lectures	Explain
18	3		Definitive articles	Lecture	Explain
19	3		Exercises	Lectures	Questions
20	3		Exercises	Lectures	Questions
21	3		Articles indicate	Lectures	Explain
22	3		Articles partitions	Lectures	Explain
23	3		Reviews	Lectures	Question

24	3		Affirmative	Lectures	Explain
25	3		Future affirmative	Lectures	Question
26	3		Paste affirmative	Lectures	Question
27	3		Present tense	Lectures	Question
28	3		Review	Lectures	Questions
29	3		Exercises	Lectures	Questions
30	3		Reviews	Lectures	Explain

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curriculum books, if any)	Mauger 4 and the french with out l
Main references (sources)	Limited tourism,com(sophie corbeau chantal debois et jean lue cours de langue et civilisations librairie Hachette 1979
Recommended books and references (scientific journals, reports...)	Manuel de français commercial Larousse1999
Electronic Websites	//www assistances scolaires .com

Course Description for Tourism planning

1. Course Name:	
Tourism planning	
2. Course Code:	
Tts9	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In-person lectures	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60/2	
7. Course administrator's name (mention all, if more than one name)	
Name: Abdullah Muhammad Taher Email: Abdulla.Altai@uomosul.edu.iq	
8. Course Objectives	
Objectives of the study subject	<ol style="list-style-type: none"> 1. Know what tourism planning and planning is. 2.Explain the importance and characteristics of tourism planning. 3. Differentiating between the spatial levels of tourism planning 4. Interpretation of tourism development, its components and objectives 5. Familiarity with tourism planning and environmental, economic and social impacts.
9. Teaching and Learning Strategies	
Strategy	<div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">-</p> <p>- Learning outcomes and methods of teaching, learning and evaluation The student is expected to be able to:</p> <ol style="list-style-type: none"> 1. Explain what tourism planning and planning is. 2. Explain the importance and characteristics of tourism planning. 3. Differentiating between the spatial levels of tourism planning. 4. Defining tourism development, its components and objectives 5. Familiarity with tourism planning and environmental, economic and social impacts. <p>A- Knowledge and understanding (for example, it can be changed from Professor This course is studied as an introduction to the foundations and elements of what tourism planning is and what are the characteristics of good tourism planning and spa levels, for comprehensive and integrated planning in harmony with the external environment (economic and social) of tourism, taking into account changes and plann for the future.</p> <p>B- Subject-specific skills</p> </div>

		<ul style="list-style-type: none"> - Teaching the student to deal with various situations related to restaurant issues - Identify problems related to the topic and try to overcome them - Identify skills in how - Ability to deduce and evaluate. 	
		Teaching and learning methods (do not change)	
		Providing students with advanced scientific methods to authenticate them through sources available in the library regarding the course	
		Evaluation methods <ul style="list-style-type: none"> - Daily exams - Surprise exams - Giving grades to students in the hall for questions asked to them - Homework 	
		C- Thinking skills <ul style="list-style-type: none"> -Asking questions related to the course topics - Developing the intellectual and mental ability related to tourist sewing 	
		Teaching and learning methods	
		Teaching students how to think and analyze a topic	
		Evaluation methods <ul style="list-style-type: none"> - Homework assignments - Contributions in daily preparation - Daily surprise exams - Monthly exams 	
		General and transferable skills <ul style="list-style-type: none"> - Skills in adopting advanced and simple methods -Thinking and analysis skills. 	

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method	
1	2	Knowledge and skill	<ul style="list-style-type: none"> - The emergence of planning - Planning concept - Advantages and benefits of planning - Planning flaws 	<ul style="list-style-type: none"> - Giving lectures - Dialogue and discussion - Use clarifications and examples - Student groups 	<ul style="list-style-type: none"> - Oral exams - Written tests - Reports - Feedback from students 	
2	2	Knowledge and skill	<ul style="list-style-type: none"> - Planning methodology - Planning element 	=	=	
3			<ul style="list-style-type: none"> - Planning characteristics - Difficulties facing planning -Types of planning 	=		
	2	Knowledge and skill			=	

4	2	Knowledge and skill	Tourism planning - The emergence of tourism planning and concept - The importance of tourism planning and its objectives - Characteristics of good tourism planning	=	=	
5	2	Knowledge and skill	- Spatial levels of tourism planning	=	=	
6	2	Knowledge and skill	Geographic information systems and tourism planning	=	=	
7	2	Knowledge and skill	Tourism development and its components - Tourism planning at the national and regional levels - The tourism planning process at the national and regional levels	=	=	
8	2	Knowledge and skill	Tourist attractions	=	=	
9	2	Knowledge and skill	tourist markets, Facilities, services And infrastructure Data analysis synthesis	=	=	
10	2	Knowledge and skill	Key considerations For tourism planning at the national and regional levels	=	=	
11	2	Knowledge and skill	Semester exam	=	=	
12	2	Knowledge and skill	Tourism planning at local level	=	=	
13	2	Knowledge and skill	Planning and design of tourist sites	=	=	
14	2	Knowledge and skill	Standards for developing tourist sites	=	=	
			Building design considerations			

15	2	Knowledge and skill	tourist sites	=	=	
			Review discussion examples of material			
16	2	Knowledge and skill	Planning managing tourist attractions	=	=	
17	2	Knowledge and skill	Planning management cultural tourist attractions	=	=	
18	2	Knowledge and skill	Planning considerations some types attractions	=	=	
19	2	Knowledge and skill	1. Planning tourist resorts -Regional relations resorts -Environmental analysis of locations and relationships of resorts -Determine the need for facilities infrastructure land uses for resort -Principles resort planning	=	=	
20	2	Knowledge and skill	-Preparing development plan the resort -Developing improving existing resorts - Planning tourist activities in urban area	=		
21	2	Knowledge and skill	Tourism planning environmental impacts economic social Tourism planning natural environment Types environmental impacts			
		Knowledge and skill	environmental impacts		=	
22	2	Knowledge and skill	Environmental policies		=	
23	2		Evaluation environmental impacts		=	

24	2	Knowledge and skill	And the economic social impacts Positive effects negative effects	=	=
25	2	Knowledge and skill	-Social and economic policies -Antiquities monitoring procedures Economic - social -- Measures to maximize the economic benefit tourism		=
26	2	Knowledge and skill	- Measuring costs of economic benefits		=
27	2	Knowledge and skill	Semester exam		=
28	2	Knowledge and skill	-Planning institutional elements of tourism implementation of tourism plan - Planning institutional elements -Implementing plan		
29	2	Knowledge and skill	- Review + discussion and questions about the material		
30		Knowledge and skill			

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	<ul style="list-style-type: none"> Ghoneim, Othman Muhammad, and Benita Nabil Saad, 1999, Tourism Planning for the sake of comprehensive and integrated spatial planning, first edition, Safaa Publishing and Distribution House, Amman. Al-Karkhi, Majeed, 2014, Results-Based Strategic Planning, Al-Rayyan Press, Qatar
Main references (sources)	
Recommended books and references (scientific)	

journals, reports...)	
Electronic References, Websites	

Course Description for History of civilization

1. Course Name:	
History of civilization	
2. Course Code:	
Tts4	
3. Semester / Year:	
2023-2024	
4. Description Preparation Date:	
1/4./2024	
5. Available Attendance Forms:	
My attendance and class room	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours/2 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: Haitham_Ahmed@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	Introducing students to the most important aspects of the cultural aspects of the ancient Iraqi civilization, which is one of the oldest authentic civilizations known in the world so far, as well as introducing the ancient Iraqi peoples of the Sumerians, Babylonians, and Assyrians, and highlighting the systems of government and their beginnings in the first Iraqi cities, as well as the diplomatic relations of these peoples, as well as the ancient Iraqi religious beliefs and their social conditions, as well as clarifying The ancient Iraqi laws, how economic life operates, and the sciences and knowledge of the ancient Iraqis.
9. Teaching and Learning Strategies	
Strategy	<p style="text-align: center;">General goals:</p> <p>1 - Historical concepts and terminology specific to this period of ancient Iraqi history</p> <p>2- What are the most famous ancient empires that arose in ancient Mesopotamia?</p> <p>3 - The concept of laws and regulations that concerned the life of the ancient Iraqi individual</p> <p>4 - The most prominent cultural manifestations dating back to the Mesopotamian civilization during this era</p> <p style="text-align: center;">Objectives in Marathi for the course:</p> <p>1- Learn about the ancient civilization of Mesopotamia</p>

	<p>-2 The importance of employing ancient historical manifestations in developing the Iraqi tourism aspect</p> <p>3- Identifying the difficulties facing the student and working to legalize them</p> <p style="text-align: center;">Teaching and learning methods.</p> <p>1- Lectures - 2- Discussions - 3- Daily exams</p> <p style="text-align: center;">Evaluation methods</p> <p>-1- Written exams - 2- Oral exams -3- Assignments assigned to the student - 4- Daily exams</p> <p style="text-align: center;">Emotional and value goals</p> <p>1- Teaching the student to employ and exploit historical information in the tourism field</p> <p>2- Urging students to discuss objectively and in the direction that benefits them in the tourism sector</p> <p>3- Teaching thinking in a scientific manner, analysis and deduction thinking skills</p> <p>-1 Transferable general and qualifying skills</p> <p>2- Search for sources such as books, research and studies related to the scientific subject</p> <p>3-Skills in using the Internet and electronic research</p>
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Knowledge and skills	The system of government in ancient Iraq	Discussion and questions	Lectures
2	2	Knowledge and skills	The system of government in ancient Iraq	Discussion and questions	Lectures
3	2	Knowledge and skills	The system of government in ancient Iraq	Discussion and questions	Lectures
4	2	Knowledge and skills	Administrative system	Discussion and questions	Lectures
5	2	Knowledge and skills	Administrative system	Discussion and questions	Lectures
6	2	Knowledge and skills	Foreign affairs	Discussion and questions	Lectures

7	2	Knowledge and skills	Glimpses of ancient Iraqi religious beliefs	Discussion and questions	Lectures
8	2	Knowledge and skills	Glimpses of ancient Iraqi religious beliefs	Discussion and questions	Lectures
9	2	Knowledge and skills	Glimpses of ancient Iraqi religious beliefs	Discussion and questions	Lectures
10	2	Knowledge and skills	Social conditions	Discussion and questions	Lectures
11	2	Knowledge and skills	Social conditions	Discussion and questions	Lectures
12	2	Knowledge and skills	Social conditions	Discussion and questions	Lectures
13	2	Knowledge and skills	Law and administration of justice	Discussion and questions	Lectures
14	2	Knowledge and skills	Law and administration of justice	Discussion and questions	Lectures
15	2	Knowledge and skills	Legal texts	First semester exam	First semester exam
16	2	Knowledge and skills	Agriculture and agricultural land ownership	Discussion and questions	Lectures
17	2	Knowledge and skills	Economic life	Discussion and questions	Lectures
18	2	Knowledge and skills	Trade and industrial crafts	Discussion and questions	Lectures

19	2	Knowledge and skills	Linguistic knowledge and education	Discussion and questions	Lectures
20	2	Knowledge and skills	Language, writing and school	Discussion and questions	Lectures
21	2	Knowledge and skills	Literature in ancient Iraq and its types	Discussion and questions	Lectures
22	2	Knowledge and skills	Science, knowledge, history and mathematics	Discussion and questions	Lectures
23	2	Knowledge and skills	Astronomical texts, chemistry and chemical industries	Discussion and questions	Lectures
24	2	Knowledge and skills	Medicine, diagnosis and medicine	Discussion and questions	Lectures
25	2	Knowledge and skills	Arts in ancient Iraq: architecture and building styles	Discussion and questions	Lectures
26	2	Knowledge and skills	The art of sculpture, glass and music	Discussion and questions	Lectures
27	2	Knowledge and skills	The ancient cities of Ur–Babylon and Sumer	Discussion and questions	Lectures
28	2	Knowledge and skills	The ancient cities of Akkad, Assyria, and Nimrud	Second semester exam	Second semester exam
29	2	Knowledge and skills	Khorsabad – Nineveh	Discussion and questions	Lectures
30	2	Knowledge and skills	Hatra city	Discussion and questions	Lectures

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11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

Final exam	First semester	mid-year	second semester
60 degrees	Monthly exam + preparation + attendance	Mid-year exam	Monthly exam + preparation + attendance
	10 degrees	20 degrees	10 degrees

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	Amer, Suleiman: The History of Iraqi Civilization, Brief History of Civilization, Mosul, 1993
Recommended books and references (scientific journals, reports...)	Taha, Baqir: Introduction to the History of Ancient Civilizations, Baghdad
Electronic References, Websites	

Course Description for Tourism investment

1. Course Name:					
Tourism investment					
2. Course Code:					
Tts7					
3. Semester / Year:					
2023-2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
Presence					
6. Number of Credit Hours (Total) / Number of Units (Total)					
60/2					
7. Course administrator's name (mention all, if more than one name)					
Name: Assistant teacher Saad Muwaffaq Mahmoud Al-Saffar Email: Saad.sm@student.uomosul.edu.iq					
8. Course Objectives					
<p>Giving the student a clear picture of the subject investment in terms of its concept, importance : types, and addressing the concept of tour investment, its importance, characteristics, fields : sources of financing, whether internal or external. the purpose of development in the tourism sector, criteria for economic evaluation of investment in tourism project must be determined and the fact determining tourism investment in Iraq must identified.</p>			<ul style="list-style-type: none"> • • • 		
9. Teaching and Learning Strategies					
Strategy	<p>- Teaching the student to deal with various cases related to tourism investment topics</p> <p>- Identifying problems related to the topic and trying to overcome them</p> <p>- Using modern methods to teach the subject, which is represented focusing on delivering information to the student - teaching instead of learning</p>				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1	2	Investment concept	Tourism investment	Lectures/class	Questions and discussion
2	2	The importance of investment	Tourism investment	Lectures/class	Questions and discussion
3	2	Investment types	Tourism investment	Lectures/class	Questions and discussion
4	2	Investment determinants	Tourism investment	Lectures/class	Questions and discussion
5	2	Project financing	Tourism investment	Lectures/class	Questions and discussion
6	2	The relationship of investment to economic planning	Tourism investment	Lectures/class	Questions and discussion
7	2	The concept of tourism investment	Tourism investment	Lectures/class	Questions and discussion
8	2	The importance of tourism investment	Tourism investment	Lectures/class	Questions and discussion
9	2	Characteristics of tourism investment	Tourism investment	Lectures/class	Questions and discussion
10	2	Areas and investment opportunities in tourism activity	Tourism investment	Lectures/class	Questions and discussion
11	2	First exam + exam review	Tourism investment	Lectures/class	Questions and discussion
12	2	The concept of financing and its importance	Tourism investment	Lectures/class	Questions and discussion
13	2	Internal sources of financing for tourism projects	Tourism investment	Lectures/class	Questions and discussion
14	2	External sources of financing for tourism projects	Tourism investment	Lectures/class	Questions and discussion
15	2	Types of financing	Tourism investment	Lectures/class	Questions and discussion
16	2	Determinants of choosing sources of financing for the tourism sector	Tourism investment	Lectures/class	Questions and discussion
17	2	Direct government financing for tourism projects	Tourism investment	Lectures/class	Questions and discussion
18	2	Indirect government financing for tourism projects	Tourism investment	Lectures/class	Questions and discussion
19	2	Second exam + exam review	Tourism investment	Lectures/class	Questions and discussion
20	2	Criteria for economic evaluation of investment in tourism project	Tourism investment	Lectures/class	Questions and discussion
21	2	Criteria for economic evaluation of investment in tourism project	Tourism investment	Lectures/class	Questions and discussion
22	2	Reasons for the disparity in the economic efficiency of tourism projects	Tourism investment	Lectures/class	Questions and discussion
23	2	Investing in hotel inventory	Tourism investment	Lectures/class	Questions and discussion
24	2	Risks of investing in hotel inventory	Tourism investment	Lectures/class	Questions and discussion
25	2	First exam + exam review	Tourism investment	Lectures/class	Questions and discussion
26	2	Factors determining tourism investment in Iraq	Tourism investment	Lectures/class	Questions and discussion
27	2	Calculating the fixed capital ratio in the tourism project	Tourism investment	Lectures/class	Questions and discussion
28	2	Calculating the occupancy rate in the hotel project	Tourism investment	Lectures/class	Questions and discussion
29	2	Factors encouraging increased investment in the	Tourism investment	Lectures/class	Questions and discussion

		2tourism industry			
30	2	Second exam + exam rev	Tourism investment	Lectures/class	Questions and discussion
11. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
12. Learning and Teaching Resources					
Required textbooks (curricular books, if any)			"1- The Basics of Finance and Investment in the Tourism Industry", written by Dr. Muwaffaq Adnan Al-Hamri, Fir Edition, Al Warraq Foundation, Amman, Jordan, 2010. Book "2- Integrated Entry in Tourism Investment and Finance", written by Ismail Mohammed Ali Al-Dabbagh Elham Khudhair Shubar, First Edition, Enrichment Publishing and Distribution, Jordan, 2015.		
Main references (sources)					
Recommended books and references (scientific journals, reports...)					
Electronic References, Websites					

Course Description for Eco-tourism

1. Course Name:					
Eco-tourism					
2. Course Code:					
Tts1					
3. Semester / Year:					
2023-2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
In presence					
6. Number of Credit Hours (Total) / Number of Units (Total)					
2/60					
7. Course administrator's name (mention all, if more than one name)					
Name: Hiba Khalid Baker Email: hiba.khalid@uomosul.edu.iq					
8. Course Objectives					
Course Objectives		<p>. The course aims to raise students' understanding of the subject ecotourism and contribute to developing their leadership skills in field of tourism and the ability to manage and operate pioneer future projects. The course aims to provide the student with scientific practical, theoretical and academic experiences in the field of tourism and the environment given the subject's cultural and cultural heritage</p>			
9. Teaching and Learning Strategies					
Strategy	Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.				
10. Course Structure					
Evaluation method	Learning method	Unit or subject	Required Learning	Hours	Week

		name	Outcomes		
Examen	Cours		Environment concept	2	1
Examen	Cours		Environment and tourism	2	2
Examen	Cours		Tourism and environmental balance	2	3
Examen	Cours		Environmental components as a basis for tourism	2	4
Examen	Cours		The concept of environmental pollution	2	5
Examen	Cours		Pictures of environmental pollution	2	6
Examen	Cours		Protecting the environment from environmental pollution	2	7
Examen	Cours		Ansar Environment School	2	8
Examen	Cours		Activating environmental tourism to reduce pollution	2	9
Examen	Cours		Means, procedures and solutions for environmental pollution	2	10
Examen	Cours		Means of protecting the environment from environmental pollution	2	11
Examen	Cours		Preventive measures to address pollution	2	12
Examen	Cours		Islam and environmental protection from pollution	2	13
Examen	Cours		Humans, the environment and the sustainability of natural resources	2	14
Examen	Cours		Semester exam	2	15
Examen	Cours		The concept of tourism and its types	2	16
Examen	Cours		The concept of natural tourism	2	17
Examen	Cours		Principles of ecotourism	2	18
Examen	Cours		Examples of some natural	2	19

			tourism			
Examen	Cours		Tourist trends for ecotourism	2	20	
Examen	Cours		The importance of natural tourism	2	21	
Examen	Cours		Eco-hotel concept	2	22	
Examen	Cours		Special considerations when designing an eco-hotel	2	23	
Examen	Cours		Factors to consider when designing a hotel	2	24	
Examen	Cours		Environmental management of tourist facilities	2	25	
Examen	Cours		The concept of environmental impact	2	26	
Examen	Cours		The concept of environmental assessment	2	27	
Examen	Cours		Environmental impact assessment	2	28	
Examen	Cours		Curriculum review	2	29	
Examen	Cours		Semester exam	2	30	

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	مة، كباشي حسين، 2020، التخطيط السياحي واثره في مناطق التراث الاثري، مجلة جامعة شندي، العدد التاسع.:
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	Websites

Model description for Tourism and Hotel Protocol

1. Course Name:					
Administration Protocol					
2. Symbol of decision					
Tts2					
3. Semester/year					
2023-2024					
4. The date this description was prepared:					
1/4/2024					
5. Available forms of attendance: Attendance and electronic					
physical presence					
6. Number of hours (total)/ number of units (total)					
60/2					
7. Name of the course administrator (if more than one name is mentioned)					
Name: M.M. Fadia Abdul Hamid Saleh email: fadia_salih@uomosul.edu.iq					
8. Objectives of the decision					
Tourism and hotel organizations need to form and build reputation for many administrative and communication skills by the individuals working in the hotel and tourism protocol management as this department serves as a foundation for the organization.			Objectives of the study material		
9. Teaching and learning strategies					
Providing students with advanced scientific methods to communicate information through the sources available in the library about the course is provided to the student from modern sources in the course.					Strategy
10. Structure of the decision					
Method of assessment	Way of learning	Name of unit or subject	Required learning outcomes	Hours	The week
Questions and discussion	Lectures		Introduction to the article	2	1
Questions and discussion	Lectures		The concept of tourism and hotel protocol management	2	2
Questions and discussion	Lectures		Protocol and etiquette	2	3
Questions and	Lectures		The relationship of the Department of Protocol to	2	4

discussion			Science and Art.		
Questions and discussion	Lectures		The first exam	2	5
Questions and discussion	Lectures		Difference between Protocol Management and Public Relations	2	6
Questions and discussion	Lectures		It is tidy	2	7
Questions and discussion	Lectures		Protocol and etiquette management relationship	2	8
Questions and discussion	Lectures		Characteristics of the protocol management staff in hotel and tourism organizations	2	9
Questions and discussion	Lectures		Duties of officials in the Protocol Department	2	10
Questions and discussion	Lectures		The role of the protocol management officer in receiving official guests	2	11
Questions and discussion	Lectures		Etiquette and the art of formal and social interaction	2	12
Questions and discussion	Lectures		Clothes	2	13
Questions and discussion	Lectures		Dial up	2	14
Questions and discussion	Lectures		Presentation of flowers	2	15
Questions and discussion	Lectures		Precedence	2	16
Questions and discussion	Lectures		The art of serving guests or tourists	2	17
Questions and discussion	Lectures		Types of guests and ways to deal with them	2	18
Questions and discussion	Lectures		Regulatory requirements	2	19
Questions and discussion	Lectures		Arrange guests at the tables	2	20
Questions and discussion	Lectures		Preparing official parties and banquets	2	21

Questions and discussion	Lectures		General requirements	2	22
Questions and discussion	Lectures		I ate the feasts	2	23
Questions and discussion	Lectures		The origins of etiquette during eating	2	24
Questions and discussion	Lectures		Leave after dinner	2	25
Questions and discussion	Lectures		The garden parties	2	26
Questions and discussion	Lectures		Receptions	2	27
Questions and discussion	Lectures		Food and its types	2	28
Questions and discussion	Lectures		Eating some types of fruit	2	29
Questions and discussion	Lectures		Ceremony of meetings	2	30

11.Evaluation of the decision

A grade of 100 is distributed according to the tasks assigned to the student such as

Daily exams

Surprise exams

- Giving grades to students in the room for questions asked

The homework

12.Sources of learning and teaching

	Required books (methodology, if any)
Recent literature on etiquette and protocol management	Principal references (sources)
	كتاب ادوار الادارة والقيادة / سلطان احمد خليف/دار وائل للطباعة والنشر والتوزيع 2005
Recent reports from the Internet that belong to the tourist attractions of the Iraqi provinces	Electronic references, Internet sites

Course Description for Tourism Companies Accounting

1. Course Name:					
Tourism Companies Accounting					
2. Course Code:					
Tts10					
3. Semester / Year:					
2023–2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
physical presence					
6. Number of Credit Hours (Total) / Number of Units (Total):					
(60) hours/ (2) Units					
7. Course administrator's name (mention all, if more than one name)					
Name: Huda Abdalaziz Mohamad Email: huda.292@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			1- Defining the accounting cycle from recording and posting to daily journals and general ledgers. 2- Introducing the concept of companies and their types such as partnership companies, capital companies, and joint-stock		
9. Teaching and Learning Strategies					
Strategy	1-Teaching students to think scientifically through analysis and deduction. 2-Motivating students by giving them the opportunity to present and discuss their ideas. 3-Lectures and solving examples. 4-Discussion sessions. 5- Monthly exams and daily quizzes.				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Introductory lecture.		
2	2		Registration and deportation.		

3	2		Concept of companies and their characteristics .		
4	2		Types of companies.		
5	2		Accounting treatments for joint companies.		
6	2		Accounting treatments for increasing capital		
7	2		Accounting treatments for partner withdrawal		
8	2		Accounting treatments for liquidating joint companies		
9	2		Monthly examination		
10	2		Submission of assets and liabilities for the individual project.		
11	2		Budgeting.		
12	2		Personal withdrawals.		
13	2		Monthly examination.		
14	2		Loans.		
15	2		Contributing companies.		
16	2		Methods of capital repayment.		
17	2		Dedicated extinction account.		
18	2		Liquidation entries.		
19	2		Repayment from partners' funds.		

20	2		Repayment from company funds.		
21	2		Accounting treatments for partner loans.		
22	2		Monthly examination.		
23	2		Opening profit and loss account.		
24	2		Opening trading account		
25	2		Distribution of interest on capital		
26	2		Proof of withdrawals entries for partners		
27	2		Budget preparation		
28	2		Liquidation of companies and their types		
29	2		Accounting treatments for company liquidation		
30	2		Monthly examination		

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	<u>_Financial Accounting Principles,(2000): Abdulalkareem Ali.</u> <u>_Accounting Principles,(2005):Mikdad Aljalili</u>
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

Course Description for English Language Course

1. Course Name:					
English Language Course					
2. Course Code:					
Tts3					
3. Semester / Year:					
2023–2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
physical ,and online presence					
6. Number of Credit Hours (Total) / Number of Units (Total):					
(90 hours)+(3 units)					
7. Course administrator's name (mention all, if more than one name)					
Name: Rahma E. Abdulkareem Email: Rahma.aithar@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			<ul style="list-style-type: none"> Developing students' skills in reading, writing, listening, and speaking in English. Teaching students concepts, vocabulary, and topics that qualify them for work in the tourism sector. 		
9. Teaching and Learning Strategies					
Strategy	<ol style="list-style-type: none"> 1. Cooperative learning and encouraging students to study in groups. 2. Interactive teaching and engaging students in lectures through discussion, asking questions, and answering them. 3. Self-directed learning: Allowing students to enhance their skills and rely on themselves, utilizing technology in the learning process achieve educational goals. 4. Continuous monitoring of students' progress and providing guidance and motivation for continuous improvement. 5. Diversifying teaching methods and using various educational resources such as images, videos, and presentations to meet the needs of all students. 				
10. Course Structure					
Week	Hours	Required Learning	Unit or subject	Learning	Evaluation method

		Outcomes	name	method	
1	3		Introductory lecture	Lecture + Discussion	Attendance commitment
2	3		Car hiring	Lecture + Discussion	Attendance commitment , Participation in lecture& Various activities
3	3		Describing arrival services	Lecture	Participation in lecture & Attendance commitment
4	3		Welcoming visitors	Lecture + Role-playing	Attendance commitment, Participation in lecture& Completion of required exercises
5	3		New arrivals	Lecture + Role-playing	Attendance commitment, Participation in lecture& Daily quizzes
6	3		Giving directions	Lecture + Exercises	Attendance commitment& Participation in lecture
7	3		Types of holiday	Lecture + Brainstorming	Attendance commitment, Participation in lecture& Daily quizzes
8	3		Conversation and exercise	Conversation + Exercises	Attendance commitment , Participation in lecture& Various activities
9	3		Food tourism	Lecture + Discussion	Attendance commitment, Participation in lecture& Completion of required exercises
10	3		Describing dishes	Lecture + Discussion	Attendance commitment&

					Participation in lecture
11	3		Front office duties	Lecture + Discussion	Attendance commitment& Participation in lecture
12	3		Dealing with complaint	Lecture + Discussion	Attendance commitment& Participation in lecture
13	3		Problems on tour	Lecture + Brainstorming	Attendance commitment& Participation in lecture
14	3		Conversation and Exercise	Conversation + Exercises	Attendance commitment& Participation in lecture
15	3		Exam	Exam	Monthly Exam
16	3		Social etiquette	Lecture + Discussion	Attendance commitment& Participation in lecture
17	3		Greetings :Smiling	Lecture	Attendance commitment& Participation in lecture
18	3		Traveling troubles	Lecture + Discussion	Attendance commitment, Participation in lecture& Daily quizzes.
19	3		Checking in and out	Lecture + Discussion	Attendance commitment, Participation in lecture& Completion of required exercises
20	3		Room service	Lecture + Discussion	Attendance commitment& Participation in lecture
21	3		Planning a program	Lecture + Role-playing	Attendance commitment& Participation in lecture
22	3		The timetable or schedule	Lecture + Role-playing	Attendance commitment, Participation in lecture& Completion of required

					exercises
23	3		Transport information system	Lecture + Discussion	Attendance commitment& Participation in lecture
24	3		Catching a bus	Lecture + Exploratory Video	Attendance commitment& Participation in lecture
25	3		Dining out	Lecture + Exploratory Video	Attendance commitment, Participation in lecture& Daily quizzes.
26	3		Structuring the phone call	Lecture + Exercises	Attendance commitment& Participation in lecture
27	3		Describing the object	Lecture	Attendance commitment& Participation in lecture
28	3		Promotion	Lecture	Attendance commitment, Participation in lecture& Completion of required exercises
29	3		Review	Review	Student participation & asking questions about previous lectures
30	3		Exam	Exam	Monthly exam

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

First Semester		Midterm Exam	Second Semester		The cumulative grade	Final Exam	Final Grade
%10		%20	%10		%40	%60	100%
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation			

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	<p>1-Robin, W. , Keith , H .(2009): Tourism 2: Oxford English for Careers , Oxford : Oxford University Press.</p> <p>2-Ken ,M.(2013):English for tourism :Students’ Workbook ,Dili Institute of Technology: Centre for Languages Studies.</p> <p>3_ Deubelbeiss, D . (2012) : A complete Introductory Course : English Central Course book .</p>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	<p>1_www.Learn English online.com</p> <p>2_ar.talkenglish.com</p>

Course Description for Public relations

1. Course Name:					
Public relations					
2. Course Code:					
Tts6					
3. Semester / Year:					
2023–2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
person and electronic					
6. Number of Credit Hours (Total) / Number of Units (Total)					
60/2					
7. Course administrator's name (mention all, if more than one name)					
Name: M.M. Rana Khairuddin Hamid Email: rana.khairaldeem@uomosul.edu.iq					
8. Course Objectives					
Course Objectives		1–Enhancing the student’s understanding of the term public relations. 2– Identifying aspects of the organization’s behavior that have a significant impact on its relations with the external environment. 3– Nurturing human ties in society, gaining the support of the masses and ensuring complete understanding between institutions of all types and activities			
9. Teaching and Learning Strategies					
Strategy		Providing students with quantitative methods and adopting advanced scientific methods to deliver them through the resources available in the library regarding the course..			
10. Course Structure					
Week	Hours	Required Learning	Unit or	Learning	Evaluation method

		Outcomes	subject name	method	
1	2	The concept and development of public relations		Lectures	Questions and discussions
2	2	The origins and development of public relations		Lectures	Questions and discussions
3	2	Characteristics of public relations and their goals		Lectures	Questions and discussions
4	2	The importance of public relations and reasons for interest in it		Lectures	Questions and discussions
5	2	The role of public relations in organizations		Lectures	Questions and discussions
6	2	Means of communication and their role in public relations		Lectures	Questions and discussions
7	2	The concept of communication and its components		Lectures	Questions and discussions
8	2	The importance of communication, its types and sections		Lectures	Questions and discussions

9	2	Means of internal communication in the organization		Lectures	Questions and discussions
10	2	Public relations with the organization's audiences		Lectures	Questions and discussions
11	2	The audience and its type		Lectures	Questions and discussions
12	2	Methods of measuring public opinion and the needs and trends of the masses		Lectures	Questions and discussions
13	2	Public relations with the working public		Lectures	Questions and discussions
14	2	Public relations with the public shareholders		Lecture	Questions and discussions
15	2	Public relations with the supplier audience		Lectures	Questions and discussions
16	2	Public relations with the consumer public		Lectures	Questions and discussions

17	2	Public relations with the local community audience		Lectures	Questions and discussions
18	2	Organizing public relations agencies		Lectures	Questions and discussions
19	2	Practicing public relations activity		Lectures	Questions and discussions
20	2	general opinion		Lectures	Questions and discussions
21	2	The importance of public opinion		Lectures	Questions and discussions
22	2	Types and divisions of public opinion		Lectures	Questions and discussions
23	2	Forming public opinion		Lectures	Questions and discussions
25	2	Means of communication and their role in public relations		Lectures	Questions and discussions

26	2	How to practice public relations activity		Lectures	Questions and discussions
27	2	Methods of measuring public opinion and the needs of the masses		Lectures	Questions and discussions
28	2	Workers in public relations agencies		Lectures	Questions and discussions
29	2	Internal organization of public relations bodies		Lectures	Questions and discussions
30	2	Evaluating companies' performance through public relations		Lectures	Questions and discussions

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

Distribution of the grade out of 100 according to the tasks assigned to the student:

1-Assessing homework and class assignments.

2- Evaluation of research papers.

3- Daily surprise exams at the end of lectures.

4-Weekly, monthly, mid-year and end-of-year exams

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Jaradat, Abdel Nasser Ahmed, Al-Sharab, Lebanon Phone, 2015, Foundations of Public Relations between Theory and Practice.
Main references (sources)	A collection of sources taken from master theses and doctoral dissertations.
Recommended books and references (scientific journals, reports...)	Research on public relations
Electronic References, Websites	Electronic and applied resources on public relations

The Fourth level

1. Title:	
Tourism legislation	
2. Symbol of decision	
Ttf9	
3. Semester/year	
2023-2024	
4. The date this description was prepared:	
1/4/2024	
5. Available forms of attendance:	
Attendance and electronic	
6. Number of hours (total)/ number of units (total)	
60/2	
7. Name of the course administrator (if more than one name is mentioned)	
Name: M.M. Fadia Abdul Hamid Saleh email: fadia_salih@uomosul.edu.iq	
8. Objectives of the decision	
<p>Arming students legally prevents them from falling into the wrong circle when doing their work in the community</p> <p>Tourism after graduating in the near future by getting to know what the law is and the most important legislation which governs the tourism sector in Iraq and familiarizing them with the importance of the article of legislation in the development of activity</p> <p>Tourism on a local and global level.</p>	Objectives of the study material
9. Teaching and learning strategies	
<p>Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.</p> <p>Providing students with advanced scientific methods to communicate information through the sources available in the library about the</p>	Strategy

course is provided to the student from modern sources in the course					
.Structure of the decision					
Method of assessment	Way of learning	Name of unit or subject	Required learning outcomes	Hours	The week
Questions and discussion	Lectures		Introduction to the article	2	1
Questions and discussion	Lectures		General principles of law:– Definition of law	2	2
Questions and discussion	Lectures		Historical development of tourism legislation	2	3
Questions and discussion	Lectures		The role of legislation in the tourism industry and its promotion	2	4
Questions and discussion	Lectures		The first exam	2	5
Questions and discussion	Lectures		Tourist facilities	2	6
Questions and discussion	Lectures		Characteristics of tourist facilities	2	7

Questions and discussion	Lectures		Establishment of non-governmental tourism facilities	2	8
Questions and discussion	Lectures		Classification of tourist establishments	2	9
Questions and discussion	Lectures		Special conditions for the classification and operation of some of the tourist facilities in Iraq	2	10
Questions and discussion	Lectures		Tourist camps	2	11
Questions and discussion	Lectures		Control of tourist facilities	2	12
Questions and discussion	Lectures		Establishment of tourism companies	2	13
Questions and discussion	Lectures		Establishment of tourism companies	2	14
Questions and discussion	Lectures		Effects of the hotel contract	2	15
Questions and	Lectures		Tourist guidance	2	16

discussion					
Questions and discussion	Lectures		The role of transport patterns in the tourism industry	2	17
Questions and discussion	Lectures		Requirements for tourism development	2	18
Questions and discussion	Lectures		Regulatory requirements	2	19
Questions and discussion	Lectures		Environmental requirements	2	20
Questions and discussion	Lectures		Administrative requirements	2	21
Questions and discussion	Lectures		General requirements	2	22
Questions and discussion	Lectures		Aspects of tourism development	2	23
Questions and discussion	Lectures		The vertical aspect of tourism development	2	24
Questions and discussion	Lectures		The horizontal aspect of tourism development	2	25

Questions and discussion	Lectures		The role of international agreements in the protection of monuments and tourist attractions during peace	2	26
Questions and discussion	Lectures		International protection of antiquities during armed conflicts	2	27
Questions and discussion	Lectures		The role of Iraqi legislation in the protection of antiquities and cultural heritage	2	28
Questions and discussion	Lectures		Penalties for theft of antiquities	2	29
Questions and discussion	Lectures		The role of legislation in the strategy of developing tourism in Iraq	2	30

11.Evaluation of the decision

A grade of 100 is distributed according to the tasks assigned to the student such as

Daily exams

Surprise exams

- Giving grades to students in the room for questions asked

The homework**12.Sources of learning and teaching**

The body of Iraqi laws related to general principles and tourism legislation and the author of Dr. Sahar toward Ghanem	Required books (methodology, if any)
	Principal references (sources)
Recent reports from the Internet that belong to the tourist attractions of the Iraqi provinces	Recommended books and supporting references (scientific journals, reports...)
	Electronic references, Internet sites

Course Description for Tourism marketing

1. Course Name:	
Tourism marketing	
2. Course Code:	
Ttf6	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In-person and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total):	
60/2	
7. Course administrator's name (mention all, if more than one name)	
Name: assist. Lecturer. : Zahraa Abdel-Ghani Mustafa Email: zahraa.abdulghani@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>1– Enabling the student to understand marketing and its methods.</p> <p>2– Providing the student with the skills that qualify him to work in the field of tourism marketing.</p> <p>3– Enabling the student to innovate by studying the tourism marketing environment, types of markets, and creating marketing opportunities.</p> <p>4– Knowing the quality of customers and how to increase their loyalty to tourism services.</p> <p>5– Knowledge of the basic marketing mix elements for the tourism product.</p>
9. Teaching and Learning Strategies	
Strategy	Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.
10. Course Structure	

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Marketing concept, core marketing concepts, needs and desires		Lectures	Questions and discussion
2	2	Marketing and its relationship to other concepts		Lectures	Questions and discussion
3	2	Marketing study methods		Lectures	Questions and discussion
4	2	Market objective and market efficiency		Lectures	Questions and discussion
5	2	Tourism marketing mix		Lectures	Questions and discussion
6	2	Domestic tourism marketing environment		Lectures	Questions and discussion
7	2	External tourism marketing environment (laws competitive influences)		Lectures	Questions and discussion
8	2	External tourism marketing environment (political and economic influences)		Lectures	Questions and discussion
9	2	Tourism product strategy, concept and specifications of the tourism product		Lectures	Questions and discussion
10	2	Marketing characteristics of tourism		Lectures	Questions and discussion
11	2	Components of the tourism product and factors affecting the tourism product		Lectures	Questions and discussion
12	2	The mental image of the tourism product, the tourism product and the tourism marketing strategy		Lectures	Questions and discussion
13	2	Tourism product pricing strategy, pricing concept and objectives		Lectures	Questions and discussion
14	2	The role of research in determining tourism product prices		Lectures	Questions and discussion
15	2	Factors affecting the determination of tourism product price		Lectures	Questions and discussion

16	2	Tourism product prices, tourism level and discounts		Lectures	Questions and discussion
17	2	Exams		Lectures	Questions and discussion
18	2	Tourism product distribution strategy concept and objectives		Lectures	Questions and discussion
19	2	Tourism product distribution outlets		Lectures	Questions and discussion
20	2	The role of the Ministry of Tourism in the internal and external distribution strategy		Lectures	Questions and discussion
21	2	Tourist offers and tour operators		Lectures	Questions and discussion
22	2	Tourism flyers, travel and tourism agents		Lectures	Questions and discussion
23	2	International contracts (hotels - airlines)		Lectures	Questions and discussion
24	2	The main global distribution systems, their importance and problems		Lectures	Questions and discussion
25	2	Strategy to improve the use of global distribution systems in developing countries		Lectures	Questions and discussion
26	2	Tourism product promotion strategy, concepts and objectives		Lectures	Questions and discussion
27	2	Tourism promotion means, local and international advertising, tourism brochures and publications		Lectures	Questions and discussion
28	2	Tourism promotion materials, tourism exhibitions and conferences and tourism personal selling		Lectures	Questions and discussion
29	2	Public relations and tourism support: Managing the tourism promotion strategy, tourism promotion budget		Lectures	Questions and discussion
30	2	Tourism marketing through the Internet, the concept and importance of e-tourism		Lectures	Questions and discussion

		Requirements for designing an electronic tourism website, challenge electronic tourism marketing			
11. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student:					
1. - Evaluating homework and class assignments. 2. Evaluation of research papers. 3. Daily surprise exams at the end of the lecture to determine the extent of comprehension of the lecture. 4. Weekly and monthly exams, the mid-year exam, and the final exam.					
12. Learning and Teaching Resources					
Required textbooks (curricular books any)		- Obaidat, Muhammad, Tourism Marketing, 2008 Wael Publishing House, third edition. - Al-Diwaji, Abi Saeed, The Modern Concept Marketing Management, 2000, Dar Al-Hamid Publishing and Distribution. - Al-Azzawi, Muhammad Abdel-Wahab, Al-Mashhadani, Saad Ibrahim Hamad, 2020, Electronic tourism marketing, Dar Al-Academyon Publishing and Distribution Company Ammaan Jordan. - Al-Humairi, Muwafaq Adnan, Al-Taweel, Rami Falah, 2016, Marketing Strategic Hotel and Tourism Services, Dar Al-Hamid for Publishing and Distribution, Ammaan Jordan.			
Main references (sources)					
Recommended books and references (scientific journals, reports...)		Recent reports from the Internet related tourism and hotel marketing			
Electronic References, Websites					

Course Description for English

1. Course Name:					
English Language/ forth stage					
2. Course Code:					
Ttf1					
3. Semester / Year:					
2023/2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
Fully attendance					
6. Number of Credit Hours (Total) / Number of Units (Total)					
90 hours/ 3 units					
7. Course administrator's name (mention all, if more than one name)					
Name: Lecturer. Asan Hashim Hamdoon Email: asan.hashem@uomosul.edu.iq					
8. Course Objectives					
Course Objectives	<ul style="list-style-type: none"> Introducing students to tourism vocabulary, concepts, and professional topics at the introductory level. Focusing on and developing students' learning skills (reading, listening, speaking, and writing) 				
9. Teaching and Learning Strategies					
Strategy	<ul style="list-style-type: none"> Lectures Discussion Brain storming Diverse activities 				
10. Course Structure					
Wee k	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Introduction to some touri vocabulary	Introductory lecture on tourism management	Lecture	There are no
2	3	Develop writing skills	Present/Past/Future tenses	Lecture	Exams
3	3	Develop reading skills	Passage on tour guiding	Lecture	Exams
4	3	Develop speaking and vocabulary skills	Expressions about tourism and hotels	Lecture	Theoretical
5	3	Develop my reading and speaking skills	Conversation	Lecture	Exams
6	3	Develop my reading and speaking skills	Sentence patterns (1)	Lecture	Exams
7	3	Assess skill level	Grammar only exam	Lecture	Theoretical
8	3	Develop reading skills	Passage on guest reception system	Lecture	Exams
9	3	Develop speaking and	Definite and indefinite	Lecture	Exams

		vocabulary skills	articles		
10	3	Test my reading and speaking skills	Passage and grammar exam	Lecture	Theoretical
11	3	Develop my reading and speaking skills	Sentence patterns (2)	Lecture	Theoretical
12	3	Develop writing skills	Passage on describing tourist destinations	Lecture	Exams
13	3	Develop reading skills	Pre-midterm review	Lecture	Exams
14	3	Develop my reading and speaking skills	After midterm	Lecture	There are no
15	3	Develop my reading and speaking skills	Conversation	Lecture	Exams
16	3	Develop writing skills	Active and passive voice	Lecture	Exams
17	3	Develop reading skills	Rules of the simple present tense in the passive voice	Lecture	Theoretical
18	3	Develop speaking and vocabulary skills	Passage on the challenges facing tourism	Lecture	Exams
19	3	Develop my reading and speaking skills	Rules of conditional verb and answer	Lecture	Exams
20	3	Develop my reading and speaking skills	Complete the passage	Lecture	Theoretical
21	3	Develop speaking skills	Simple past tense in the passive voice	Lecture	Exams
22	3	Develop reading skills	Conversation	Lecture	Exams
23	3	Assess speaking and vocabulary skills	Passage on the future of tourism	Lecture	Theoretical
24	3	Develop my reading and speaking skills	Passage and grammar exam the simple present and simple past tenses	Lecture	Theoretical
25	3	Develop my reading and speaking skills	Exercises on the previous passage	Lecture	Exams
26	3	Develop writing skills	Complex sentences	Lecture	Exams
27	3	Develop reading skills	Investment in the tourism sector	Lecture	Theoretical
28	3	Assess learning level	Complete the above passage	Lecture	Exams
29	3	Assess the development of reading, speaking, writing, a listening skills	Content exam for the passage	Lecture	Exams
30	3	Introduction to some touri vocabulary	General review	Lecture	There are no

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Oxford English for Careers/ Tourism 3/ Student's Book By Robin Walker and Keith Harding 2009
Main references (sources)	New Headway / Intermediate Student's Book By John and Liz Soars 2010
Recommended books and references (scientific journals, reports...)	-
Electronic References, Websites	Using Internet to download some books and reference

Course Description for French language

1. Course Name:	
French language	
2. Course Code:	
Ttf5	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In presence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
3/90	
7. Course administrator's name (mention all, if more than one name)	
Name: Alaa Tawfiq Aziz Email: alla.t@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • Developing language skills in order to improve the level of students in order to serve the future of tourism in our country and introduce them to tourist attractions in France in addition to familiarizing students with the linguistic terms used to receive and bid farewell to tourists and to the tourist symbols found in public places. In addition, there are some grammatical topics that help the student to compose a sentence and communicate with foreign tourists. Let us not forget comprehension and oral expression in order to enhance communication in French..... •
9. Teaching and Learning Strategies	
Strategy	Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.
10. Course Structure	

Evaluation method	Learning method	Unit or subject name	Required Learning Outcomes	Hours	Week
Examen	Cours		Le Complément d'objet direct	3	1
Examen	Cours		Exercices(le complément d'objet direct)	3	2
Examen	Cours		Texte (Ma nouvelle maison)	3	3
Examen	Cours		Exercice (ma nouvelle maison)	3	4
Examen	Cours		Le Complément d'objet indirect	3	5
Examen	Cours		Exercices (le complément d'objet indirect)	3	6
Examen	Cours		Exemples et exercices (le complément d'objet direct et indirect)	3	7
Examen	Cours		Texte (Le voyage)	3	8
Examen	Cours		exercice (le voyage)	3	9
Examen	Cours		les adjectifs qualificatifs	3	10
Examen	Cours		Le féminin des adjectifs qualificatifs	3	11
Examen	Cours		Exercices (Le féminin des adjectifs qualificatifs)	3	12
Examen	Cours		Texte (les fêtes en France)	3	13
Examen	Cours		exercices (les fêtes	3	14

			en France)		
Examen	Cours		le futur simple	3	15
Examen	Cours		Le futur simple exercices et corrigé	3	16
Examen	Cours		Texte (Conseiller un client)	3	17
Examen	Cours		Exercices (Conseiller un client)	3	18
Examen	Cours		Le tourisme	3	19
Examen	Cours		exercices (tourisme)	3	20
Examen	Cours		les pronoms possessifs	3	21
Examen	Cours		exercices (les pronoms possessifs)	3	22
Examen	Cours		le pluriel en français	3	23
Examen	Cours		exercices (le pluriel en français)	3	24
Examen	Cours		Le pronom relatif (qui , que)	3	25
Examen	Cours		exemples et exercices Le pronom relatif (qui , que)	3	26
Examen	Cours		Le pronom relatif (où, dont)	3	27
Examen	Cours		exemples et exercices Le pronom relatif (où, dont)	3	28
Examen	Cours		Texte sur l'hôtel en français	3	29
Examen	Cours		Exercices(l'hôtel en français)	3	30

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11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	<ul style="list-style-type: none"> • Tourisme . com (Sophie Corbeau, Chantal Dubois et Jean- Luc Penfornis)/ Cours de langue et de civilisation française 1 <p>Librairie HACHETTE 1979:</p>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	Websites

Course Description for Trip organization

1. Course Name:					
"Trip organization"					
2. Course Code:					
Ttf10					
3. Semester / Year:					
2023–2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
physical presence					
6. Number of Credit Hours (Total) / Number of Units (Total):					
(60) hours/ (2) Units					
7. Course administrator's name (mention all, if more than one name)					
Name: Huda Abdalaziz Mohamad Email: huda.292@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			1- Introducing the stages of tourism development. 2- Explaining the concept of tourist trips and what sightseeing tours entail. 3- Who are the tour organizers?		
9. Teaching and Learning Strategies					
Strategy	1-Teaching students to think scientifically through analysis and deduction. 2-Motivating students by giving them the opportunity to present and discuss their ideas. 3-Lectures and solving examples. 4-Discussion sessions. 5- Monthly exams and daily quizzes.				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Introductory Lecture		
2	2		Stages of Tourism Development		
3	2		Tourism Companies		

4	2		Establishment Requirements		
5	2		Organizational Structure		
6	2		Tour Organizers		
7	2		Preparation of Tour Reports		
8	2		Monthly Exam		
9	2		Travel Agencies		
10	2		Steps for Agency Opening		
11	2		Market Study		
12	2		Competitor Study		
13	2		Types of Tourism		
14	2		Tourism Program Sections		
15	2		Review + Exam		
16	2		Tourist Guide		
17	2		Vouchers		
18	2		Company Establishment Conditions		
19	2		Site Selection for Headquarters		
20	2		Ecotourism		
21	2		Daily Exam		
22	2		Types of Tourist Trips		
23	2		Adventure Tourism		
24	2		Motivations of Travel		
25	2		Independence		
26	2		Tourist Language		
27	2		Tourist Guidance		
28	2		Tourism Program		

			Sections		
29	2		Types of Guides		
30	2		Review		
11. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
12. Learning and Teaching Resources					
Required textbooks (curricular books, if any)					
Main references (sources)			"The New System for Tour Organization" (2012), by Ahmed Fahad Al-Mujaid.		
Recommended books and references (scientific journals, reports...)					
Electronic References, Websites					

Course Description for Human Resources Management

1. Course Name:	
Human Resources Management / Fourth Stage	
2. Course Code:	
Ttf4	
3. Semester / Year:	
2023/ 2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
Completely Attendance	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours 2 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Safwan Nafie Abdullah Email: safwan.nafi@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • It helps the student to recognize the importance of the human resource as it is the basic foundation for the existence of any organization in general and human resources management in particular, in tourism establishments. • Identify the functions and tasks of human resources management practiced in tourism facilities • Identifying the skills, abilities and potentials that individuals possess and thus how to conduct job analysis and descriptions and then conduct the selection process for individuals who possess competence, experience, talent and evaluation.
9. Teaching and Learning Strategies	
Strategy	<p>A- Knowledge and understanding</p> <ul style="list-style-type: none"> • Concepts and foundations of human resources management. • How to use the characteristics of the human resources management function and link it with the development taking place in the world. • Understand the analysis and job description.

- Providing students with experience and skills in human resources management and their relationship with the tourism organization and the external environment

B- Subject-specific skills

- Teaching the student to deal with various situations related to human resources management topics
- Identify problems related to the topic and try to overcome them
- The ability to conclude and evaluate.

B- Thinking skills

- Ask questions related to the course topics.
- Developing intellectual and intellectual capacity related to human resources management.

C- Teaching and learning mechanisms.

- Lecture in addition to discussion and dialogue
- PowerPoint presentations
- HomeWorks
- Sharing external readings
- Student groups and the use of brainstorming for case studies

D- Evaluation methods

- Daily exams
- Surprise exams
- Semester exams
- Giving grades to students in the hall for questions asked to them
- Homework

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Knowledge and skill	Introduction to human resources management - The concept of human resources management	Lecture style And discussion And power point presentation And exchange opinions And external reading	- Oral exams -Written tests -Student activity and participation - Duties
2	2	=	- Development of human	=	=

			resources management - Characteristics of human resources in hotels		
3	2	=	- The importance of the human resources management function in hotels - The nature of the human resources management function in tourism and hotel establishments Department	=	=
4	2	=	- The main tasks and responsibilities of human resources management - Organizational structure of the Human Resources Management	=	=
5	2	=	Planning human resources management in tourism and hotel establishments - The concept of planning human resources management in hotels - The importance of the human resources management planning process in hotels - Factors determining the human resources planning process in the hotel	=	=
6	2	=	- Factors affecting the demand for human resources in hotels - Stages of the hotel's human resources planning process - Criteria for successful planning of human resources in hotels	=	=
7	2	=	Job analysis in tourism and hotel establishments - The concept and dimensions of the job analysis process - Job analysis methods	=	=

8	2	=	Job descriptions - Job Description - Job requirements - Preparing a job description card - The importance of job analysis in the areas of human resources management	=	=
9	2	=	Functional structure - The concept of functional structure - The importance of the hotel's functional structure	=	=
10	2	=	- Characteristics of the hotel's functional structure - Negative recruitment for some job descriptions	=	=
11	2		Semester exam		Written exam
12	2	=	Attracting human resources in tourism and hotel establishments - The concept of attracting human resources in hotels - Sources of obtaining human resources	=	=
13	2	=	- The importance of hotel recruitment - Making the decision to apply for a job at the hotel	=	=
14	2	=	-Determinants of work in the hotel - Advantages and characteristics of employees who They hold multiple jobs within the hotel	=	=
15	2	=	Review + discussion and examples of the material	=	=
16	2	=	Selection and appointment of human resources in hotels - The concept of selecting and appointing human resources	=	=

			<ul style="list-style-type: none"> - The importance of choice - Factors influencing the selection and appointment of human resources in the hotel 		
17	2	=	<p>Stages of the selection process</p> <p>Evaluation of the selection and appointment programme</p>	=	=
18	2	=	<p>Evaluating the performance of employees in tourism and hotel establishments</p> <ul style="list-style-type: none"> - The concept of evaluating the performance of employees in tourism and hotel establishments - The importance of evaluating the performance of employees in tourism and hotel establishments - Methods of evaluating the performance of employees in tourism and hotel establishments: <p>First: How to compare the employee's performance with the job description of the position.</p> <p>Second: How to test employees.</p> <p>Third: The method of relying on the periodic reports of direct work superiors.</p>	=	=
19	2	=	<p>Problems of evaluating employee performance in hotels</p> <p>The problems that may face the process of evaluating employee performance can be divided as follows:</p> <ul style="list-style-type: none"> - Problems related to the resident. - Problems related to the evaluation tool. - Employee-related problems. <p>Components of the</p>	=	=

			employee performance evaluation system in tourism and hotel establishments.		
20	2	=	Training human resources in tourism and hotel establishments - Training concept - The importance of training in tourism and hotel establishments - The important benefits that the management of the tourism and hotel facility gains through the training process	=	=
21	2	=	Challenges that guide the training process	=	=
22	2	=	Training methods First: Training within the tourist and hotel facility. a. On-the-job training. - It is one of the best methods used in the hospitality industry for reasons. - This type of training can be adopted in cases - The basic conditions that must be met to ensure the success of this training method - On-the-job training procedures (O.J.T) - Benefits of this method - Disadvantages of this method - The employee, especially the new one, will be able to rotate the work B. Training outside the scope of work.	=	=
23	2	=	Second: Training outside the tourist and hotel facility. - Advantages of these training centers. - External training can be approved in cases: Disadvantages of this type	=	=

			of training: Training methods and approaches vary according to: -Computer training - Potential benefits of computer-based training		
24	2	=	- Stages of designing the training program - Levels of evaluation of the training program for hotel employees	=	=
25	2		Semester exam		Written exam
26	2	=	Compensation system in tourist and hotel establishments - The concept of salaries and wages - Systems for paying wages and salaries in tourist and hotel establishments - Hotel payroll system - The importance of using this system in hotel work This system has some drawbacks - Determine the level of salaries in the hotel	=	=
27	2	=	- Designing the hotel's payroll system - Related to the hotel's payroll system - Vacation system in tourist and hotel establishments	=	=
28	2	=	Types of motivation First - indirect stimulation Second: Direct stimulation	=	=
29	2	=	- Hotel incentive systems	=	=
30	2	=	Review + discussion and examples of the material	=	=

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, any)

Main references (sources)	Khalifa, Qusay Qahtan, 2015, Human Resources Management in Hotel Tourism Establishments, Dar Al-Moataz for Publishing and Distribution, Amman, Jordan.
Recommended books and references (scientific journals, reports...)	Al-Taie, Yousef Hajim and Al-Abadi, Hashem Fawzi, 2015, Human Resources Management, Contemporary Issues in Administrative Thought, first edition, Safaa Publishing and Distribution House, Amman. Introduction to Hotel Human Resources Management, 1429 AH, Kingdom of Saudi Arabia, General Organization for Technical and Vocational Training, General Administration for Curriculum Design and Development
Electronic References, Websites	

Course Description for Analysis of tourist sites

1. Course Name:	
Analysis of tourist sites	
2. Course Code:	
Ttf2	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
14/4/2024	
5. Available Attendance Forms:	
In-person and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours / 2 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>The course aims to introduce students to the importance of analyzing any site to create a tourism project on it</p> <p>The importance of studying tourism geography and relying on scientific foundations in implementing the tourism project</p> <p>It also aims to know the future plan for developing the tourist site through studying the climate, soil and plants</p> <p>Human life and prevailing economic activities</p>
9. Teaching and Learning Strategies	
Strategy	<p style="text-align: center;">Cognitive objectives -</p> <p>1- Highlighting the important role of analyzing tourist sites and their relationship to the success of the tourism sector</p> <p>2-Identify the important means and tools that will develop the tourism market in relation to the geographical location of the tourist areas.</p>

3- Providing students with the necessary information and experiences order to qualify them to avoid problems through analysis of tourist sites.

-Methods of teaching and learning -

**Electronic lectures - audio recordings - discussion panels - reports
- evaluation methods - written exams - oral exams - reports - discussion questions**

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Knowledge and skills	The importance of studying site analysis	Discussion and questions	Lectures
2	2	Knowledge and skills	Definition of location, location, place, and types and forms of tourist sites	Discussion and questions	Lectures
3	2	Knowledge and skills	Maps, their types, and drawing scales	Discussion and questions	Lectures
4	2	Knowledge and skills	Geolocation system and its current and future uses	Discussion and questions	Lectures
5	2	Knowledge and skills	Requirements for choosing a tourist site	Discussion and questions	Lectures
6	2	Knowledge and skills	Analysis of the personality of the tourist site	Discussion and questions	Lectures
7	2	Knowledge and skills	Land uses and infrastructure patterns	Discussion and questions	Lectures

8	2	Knowledge and skills	Socio-economic characteristics of the site and surrounding areas	Discussion and questions	Lectures
9	2	Knowledge and skills	Spatial distribution of tourism services and activities	Discussion and questions	Lectures
10	2	Knowledge and skills	Communication and movement within the tourist site	Discussion and questions	Lectures
11	2	Knowledge and skills	Necessary considerations for choosing a tourist site	Discussion and questions	Lectures
12	2	Knowledge and skills	Necessary considerations for planning a tourist site	Discussion and questions	Lectures
13	2	Knowledge and skills	Necessary considerations for developing water bodies sites for tourism purposes	Discussion and questions	Lectures
14	2	Knowledge and skills	Requirements for developing water activities	Discussion and questions	Lectures
15	2	Knowledge and skills	Zone system	First semester exam	First semester exam
16	2	Knowledge and skills	Stages of preparing the basic design of the tourist site. The initial preparation stage	Discussion and questions	Lectures
17	2	Knowledge and skills	Urban and regional studies stage	Discussion and questions	Lectures
18	2	Knowledge and	Market study and analysis	Discussion and	Lectures

		skills	stage	questions	
19	2	Knowledge and skills	The financial analysis stage of establishing the project	Discussion and questions	Lectures
20	2	Knowledge and skills	Operational information phase and implementation phase	Discussion and questions	Lectures
21	2	Knowledge and skills	Design principles for tourist buildings and resorts	Discussion and questions	Lectures
22	2	Knowledge and skills	The role of tourism in preserving the environment	Discussion and questions	Lectures
23	2	Knowledge and skills	Theories and methods of explaining the development of tourist sites	Discussion and questions	Lectures
24	2	Knowledge and skills	Descriptive method	Discussion and questions	Lectures
25	2	Knowledge and skills	Simulation method	Discussion and questions	Lectures
26	2	Knowledge and skills	Geographic information systems definition and importance	Discussion and questions	Lectures
27	2	Knowledge and skills	Geographic information systems definition and importance	Discussion and questions	Lectures
28	2	Knowledge and skills	Foundations of geographic information systems	Second semester exam	Second semester exam

29	2	Knowledge and skills	Use of geographical information systems	Discussion and questions	Lectures
	2	Knowledge and skills	Benefits of GIS applications in tourism planning	Discussion and questions	Lectures

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

Final exam	First semester	mid-year	second semester
	Monthly exam + preparation + attendance	Mid-year exam	Monthly exam + preparation + attendance
60 degrees	10 degrees	20 degrees	10 degrees

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	Barakat Kamel Al-Muhairat, Tourist Regions in the World, Amman 2011
Recommended books and references (scientific journals, reports...)	Amna Abu Hajar, Tourism Geography, Amman 2011
Electronic References, Websites	

Course Description Form for Research methods

1. Course Name:	
Research methods	
2. Course Code:	
Thf3	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms	
In-person meeting	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60/2	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Professor Alaa Abdullah Hussein Email: alaaalhasun250@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> Introducing students to the steps of writing scientific research, methods for selecting and solving the problem, and using statistical methods Occasion.....
9. Teaching and Learning Strategies	
Strategy	Providing students with quantitative methods and adopting advanced scientific methods for their authenticity Through the resources available in the library about the course - Knowledge and understanding • Concepts and foundations of writing scientific

	<p>research.</p> <ul style="list-style-type: none"> • - How to employ scientific research to solve a specific problem • - Understanding the basics of scientific research and types <p>- Providing students with experience and skills in conducting research</p> <p>B- Subject-specific skills</p> <p>Teaching the student how to choose a research problem</p> <ul style="list-style-type: none"> - Determine ways to solve the research problem - Determine the methods for conducting the research and the research sample <p>Teaching students how to think and analyze the topic]</p> <p>Providing students with quantitative methods and adopting advanced scientific methods to investigate them</p> <p>Through the resources available in the library about the course</p> <p>Evaluation methods</p> <ul style="list-style-type: none"> - Daily exams - Giving grades to students in the hall for questions asked to them - Homework <p>C- Thinking skills</p> <ul style="list-style-type: none"> - Asking questions related to the course topics - Developing intellectual and intellectual ability related to research procedures <p>Teaching and learning methods</p> <p>Teaching students how to think and analyze a topic</p> <p>Evaluation methods</p> <ul style="list-style-type: none"> - Homework assignments - Contributions in daily preparation - Monthly exams <p>D- General and transferable skills</p> <ul style="list-style-type: none"> - Calculator skills - Skills in adopting advanced and simple quantitative methods - Thinking and analysis skills. <p>Teaching and learning methods</p> <p>Lectures using (data show. Power point)</p>
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Directing students to some useful websites

10. Course Structure

Evaluation method	Learning method	Required Learning Outcomes	Unit or subject name	Hours	Week
Question and discussion	Lecturers		'Scientific research methods and supervisor selection	2	1
Question and discussion	Lecturers		Stages of research preparation	2	2
Question and discussion	Lecturers		Research title and problem	2	3
Question and discussion	Lecturers		The importance of research and its hypotheses	2	4
Question and discussion	Lecturers		Research areas and statistical methods	2	5
Question and discussion	Lecturers		Data collection methods	2	6
Question and discussion	Lecturers		Questionnaire	2	7
Question and discussion	Lecturers		the interview	2	8
Question and discussion	Lecturers		empirical research	2	9
Monthly exam	Monthly exam		Monthly exam	2	10
Question and discussion	Lecturers		Writing scientific research and introduction	2	11
Question	Lecturers		Documentation by	2	12

and discussi			scientific research		
Questio and discussi	Lecturers		Electronic sources	2	13
Questio and discussi	Lecturers		Books and referenc	2	14
Mid-yea exam	Mid-year exam		Mid-year exam	2	15

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	، فرج المبروك عمر ، 2020 ، خطوات كتابة - بحث العلمي، دار حميثرا للنشر، القاهرة، جمهورية مصر العربية -
Recommended books and references (scientific journals, reports...)	- A collection of lectures taken from - Master's and doctoral theses
Electronic References, Websites	

Course Description for Tourism media

1. Course Name:	
Tourism media	
2. Course Code:	
Ttf8	
3. Semester / Year:	
2023–2024	
4. Description Preparation Date:	
1/4/2024	
5. Available Attendance Forms:	
In presence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
2/60	
7. Course administrator's name (mention all, if more than one name)	
Name: Hiba Khalid Baker Email: hiba.khalid@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>. The course aims to raise students' understanding the subject of tourism media and contribute developing their leadership skills in the field of tourism and the ability to manage and operate pioneering future projects. The course aims to provide the student with scientific, practical, theoretical and academic experiences in the field of tourism and media given subject's cultural and cultural heritage.</p>
9. Teaching and Learning Strategies	
Strategy	Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.
10. Course Structure	

Evaluation method	Learning method	Unit or subject name	Required Learning Outcomes	Hours	Week
Examen	Cours		The importance of tourism	2	1
Examen	Cours		The concept of tourism and tourism media	2	2
Examen	Cours		The concept of tourism and tourism media	2	3
Examen	Cours		Tourism media	2	4
Examen	Cours		Tourism media	2	5
Examen	Cours		Tourism media	2	6
Examen	Cours		Tasks and objectives of tourism media	2	7
Examen	Cours		Tasks and objectives of tourism media	2	8
Examen	Cours		Tourism advertising as a function of advertising	2	9
Examen	Cours		Tourism advertising as a function of advertising	2	10
Examen	Cours		Types of advertising in tourism marketing	2	11
Examen	Cours		Types of advertising in tourism marketing	2	12
Examen	Cours		Planning requirements needed by tourism media	2	13
Examen	Cours		Curriculum review	2	14
Examen	Cours		Semester exam	2	15
Examen	Cours		Tourism public relations	2	16
Examen	Cours		Tourism promotion concept	2	17
Examen	Cours		The importance of tourism promotion	2	18
Examen	Cours		The role of relations in the tourism field	2	19

Examen	Cours		Public relations concept	2	20
Examen	Cours		The concept of public relations, its functions, goals, types and principles	2	21
Examen	Cours		Tourism media and planning	2	22
Examen	Cours		Tourism media and planning	2	23
Examen	Cours		Tourism media and planning	2	24
Examen	Cours		Advertising means and their role in tourism	2	25
Examen	Cours		Advertising means and their role in tourism	2	26
Examen	Cours		Tourism media strategy in the Kingdom of Saudi Arabia	2	27
Examen	Cours		Tourism media strategy in the Kingdom of Saudi Arabia	2	28
Examen	Cours		Curriculum review	2	29
Examen	Cours		Semester exam	2	30

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11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	خطاب، محمد، 2016، الاعلام السياحي والعلاقات العامة، دار امجد للنشر والتوزيع، الطبعة الاولى . آل دغيم، خالد عبدالرحمن، 2014، الاعلام السياحي والتنمية السياحية الوطنية، دار أسامة للنشر والتوزيع، الطبعة الاولى.
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	Websites

Model description for Tourism crisis management

1. Course Name:					
Tourism crisis management					
2. Course Code:					
Ttf7					
3. Semester / Year:					
2023–2024					
4. Description Preparation Date:					
1/4/2024					
5. Available Attendance Forms:					
person and electronic					
6. Number of Credit Hours (Total) / Number of Units (Total)					
60/2					
7. Course administrator's name (mention all, if more than one name)					
Name: M.M. Rana Khairuddin Hamid Email: rana.khairaldeem@uomosul.edu.iq					
8. Course Objectives					
Course Objectives	<p>. 1 The study of this subject requires keeping up with what is happening in the world in terms of developments in tourism crisis management</p> <p>To benefit from it in the future career of students</p> <p>2– Enhancing the student’s understanding of the term crises in general and focusing on the concept of tourism crises.</p> <p>3– Providing the student with a set of skills to try to confront and solve tourism crises</p>				
9. Teaching and Learning Strategies					
Strategy	<p>Providing students with quantitative methods and adopting advanced scientific methods to deliver them through the sources available in the library About the course, in addition to using modern external sources such as doctoral theses and master’s theses.</p>				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject	Learning method	Evaluation method

			name		
1	2	Crisis: its concept and types		Lectures	Questions and discussions
2	2	The crisis has its causes		Lectures	Questions and discussions
3	2	Characteristics of crises		Lectures	Questions and discussions
4	2	Stages of crises		Lectures	Questions and discussions
5	2	Crisis management: concept and influencing factors		Lectures	Questions and discussions
6	2	Stages of crisis management		Lectures	Questions and discussions
7	2	The role of leadership and ways to deal with the crisis		Lectures	Questions and discussions
8	2	Crisis management strategies		Lectures	Questions and discussions

9	2	The concept of the crisis information system and its importance		Lectures	Questions and discussions
10	2	The role of the information system in preventing and managing crises		Lectures	Questions and discussions
11	2	Studies related to the relationship of crisis management with information systems		Lectures	Questions and discussions
12	2	The concept and importance of the decision-making process		Lectures	Questions and discussions
13	2	Administrative functions, specifications and types of crisis decisions		Lectures	Questions and discussions
14	2	Stages of decision making in times of crises		Lectures	Questions and discussions
15	2	What is quality management for dealing with crises		Lectures	Questions and discussions
16	2	Quality management standards for dealing with crises		Lectures	Questions and discussions

17	2	Requirements for achieving high quality crisis management		Lectures	Questions and discussions
18	2	The concept of the global financial crisis		Lectures	Questions and discussions
19	2	Effects of the global financial crisis		Lectures	Questions and discussions
20	2	Banking crises		Lectures	Questions and discussions
21	2	The role of creative thinking in crisis management		Lectures	Questions and discussions
22	2	Stages and features of the creative thinking process		Lectures	Questions and discussions
23	2	Creative thinking and dealing with marketing crises		Lectures	Questions and discussions
24	2	The advantages of creative thinking capable of confronting crises		Lectures	Questions and discussions

25	2	The concept and importance of public relations		Lectures	Questions and discussions
26	2	Basic objectives of public relations		Lectures	Questions and discussions
27	2	What are the types of public relations in crisis management		Lectures	Questions and discussions
28	2	Problems faced by public relations		Lectures	Questions and discussions
29	2	The role of public relations in crisis management		Lectures	Questions and discussions
30	2	Skills for transitioning to total quality		Lectures	Questions and discussions

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

Distribution of the grade out of 100 according to the tasks assigned to the student:

1-Assessing homework and class assignments.

2- Evaluation of research papers.

3- Daily surprise exams at the end of lectures.

4-Weekly, monthly, mid-year and end-of-year exams

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)

Al-Lami, Ghassan Qassem, and Al-Issawi, Khaled Abdullah, 2015, Crisis Management: Foundations and Applications

Main references (sources)

A collection of sources taken from

	master's theses and doctoral dissertations.
Recommended books and references (scientific journals, reports...)	Research on crisis management
Electronic References, Websites	Electronic and applied resources of tourism crises