



Ministry of Higher Education and Scientific Research
Scientific Supervision and Evaluation Authority
Department of Quality Assurance and Academic Accreditation
Accreditation Department

Academic Program and Description

2024

Academic Program Description Form

University Name: Al-Awsat Technical University

Faculty/Institute: Najaf Technical Institute

Scientific Department: Department of Tourism Technologies and Hotel Management

Academic or Professional Program Name: Diploma in Tourism technology and hotel management

Final Certificate Name: Diploma in Tourism

Academic System: Annual

Description Preparation Date: 23/3/2024

File Completion Date: 17/4/2024

Signature:

Head of Department Name:

Lauchther. Dr. Hussein munaam Khlf

Date:

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Lect. Dr. Muhammed Najeh Nemah

Data: 18.04.2024

Signature



Signature:

Scientific Associate Name:

Lect. Dr. Salah Mahdi Saleh

Date:

Approval of the Dean

Program Vision

Excellence in qualifying the best cadres specialized in the field of tourism technologies and hotel management and attracting the highest scientific, research and technical competencies capable of creativity and development in the field of research, education, training and tourism and hotel consultations.

Program Mission

The Department of Tourism and Hotel Management Najaf Technical Institute should provide distinguished educational, training and research services to students in the fields of tourism, hotel management and tourist guidance, and practically qualify them to compete in the tourism labor market.

Achieving leadership in the field of education, research and training, contributing to the efficiency of scientific, cognitive and moral construction, developing the environment, community service, and achieving the university's mission.

Program Objectives

- 1 – Developing the system of teaching, learning and support for students studying in the department
- 2– Improving and developing the curricula in the department and emphasizing the practical applications of the theoretical side.
- 3 – Raising the efficiency of the educational process by enriching the department's students with skills through trips and seminars
Conferences and workshops.
- 4 – Effective communication with graduates and the tourism labor market in Iraq
- 5 – Providing distinguished community service that contributes to the development of the local community.
- 6 – Enhancing the positive participation of students in various activities at the level of the university and the institute.

7 – Obtaining the academic accreditation program for quality in the field of tourism education

Program Accreditation

Other external influences

1- Labor market requirements. 2- Modern scientific and technical developments

Program Structure

Program Structure	Number of Courses	Unit of study	Percentage	Reviews*
Requirements of the institution	5	15	7%	
College Requirements	5	30	30%	
Department Requirements	9	72	63%	
Summer Training	1	0		
Other				

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

Program Description

Year/Level	Course or Course Code	Course Name	Credit Hours (Theoretical – Practical)	
First stage		Principles of Tourism	1	3
		Archaeology and history of Iraq	2	3
		Geography of	2	2

		Tourism		
		English readings	2	4
		English correspondence	1	2
		Public Relations	1	2
		Computer Applications	1	2
		rights	2	-
		English	1	-
Second stage		Online Booking	1	3
		Tourist Guide	2	3
		Laws & Regulations	2	2
		English readings	2	3
		Hospitality Industry	1	3
		Professional conduct	1	2
		Computer Applications	1	2
		Research Methodology	2	-
		Baath Party Crimes	2	-
		Graduation Project	-	2

Expected Learning Outcomes of the Program

Painof knowledge and understanding

- 1- The ability to apply knowledge in the field of tourism and hotel industry and to believe in the importance of teamwork
- 2 - Be able to provide distinguished tourism services with the ability to innovate and create according to a scientific method
- 3- The ability to use the computer and training on programs in his field of specialization and to realize the importance of continuing learning to communicate with the wheel of development
- 4- Be able to distinguish the types of tour guide and know his methods
- 5- Be able to understand the methods of preparing tourism programs
- 6- The ability to operate and maintain electronic reservation systems

Program Skills Objectives

Acquires and trains on basic skills in the work related to the work of the tour guide

Hindering the mechanisms of tourism sustainability in travel companies

- 3- Acquires, develops and implements a lot of work related to travel and tourism companies

Emotional goals

1- Monitoring the needs of society and thinking about creative ways to

3- Reviving traditional clothes and introducing modernity to them with attractive modern ideas

implement them to compete with the importer

2- Developing and enhancing the skill of thinking according to the student's ability and moving him to the level of high thinking

4. Understand professional and ethical responsibility

Teaching and learning strategies

1- The method of giving theoretical lectures and the use of modern scientific methods in presenting them

2- Application and practice in laboratories and workshops to acquire practical skills

3- E-learning, including video lectures in PDF format

4-Summer Training

5- Field visits

10. Evaluation methods

1- Oral tests to know the student's scientific background.

2- Daily tests.

3- Semester exams (written and practical)

4- Comprehensive (final) tests (written and practical)

11. Faculty

Faculty Members

Academic Rank	Teaching Name	Specialization		Special Requirements/Skills (if applicable)		Preparation of the teaching staff	
		year	special			angel	lecturer
Assistant Professor	Hussein Moneim Khalaf	Tourism Sciences	Guidance Travel & Tourism			1	

teacher	Najah Muhammad	Management and Economics	Business Administration			1	
teacher	Laila Jawad	Tourism Sciences	Organizational Behavior			1	
Assistant Lecturer	Shaima Issa	Geography	Geography of the environment			1	
Assistant Professor	Mustafa Abdul samad	Tourism Sciences	Tourist Guide			1	
Assistant Lecturer	Dreams of Zahir	English	English literature			1	
Assistant Professor	Hussein Mazloun	Tourism Sciences	Leadership and Competitive Strategies			1	
Assistant Lecturer	Dalal Ayed	Geography	c. Political			1	
Assistant Lecturer	Fatima Adel	Geography	Gemur Volgi			1	
Assistant Lecturer	Marwa Fahmi	Physical education	Mathematical teaching methods			1	
Assistant Lecturer	Suhair Abbas	history	Recent history			1	
	Healing a martyr	Geography	Geography of Tourism			1	contract

Professional Development

Mentoring new faculty members

There are some requirements that contribute to the development process for new faculty members, including

- Scientific research
- Teaching Methods Courses

	Validity test Arabic language courses, computers and others
	Professional development of faculty members
	The professional development process takes place in many ways Various scientific courses Workshops Scientific seminars

. Acceptance Criterion
Graduation rate from high school, scientific and literary branch, central admission plan for the Ministry of Higher Education and Scientific Research The corresponding specialization of the branches of vocational education in Iraq (tourism and commercial).

. The most important sources of information about the program
Methodological courses. Updating allowed by the subject teacher at a rate of 20% for each teacher. Libraries and scientific references (paper and electronic) Travel and tourism companies

. Program Development Plan
The program development plan depends mainly on two things:

Communicating with the labor market through direct meetings and continuous questionnaires.

Legal powers in amendments to the curricula and obtaining approvals from the relevant authorities.

Learning outcomes required from the program

Course Name	Basic or optional	Knowledge				Skills				Values			
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Principles of Economics	Essential	*	*	*	*	*	*			*	*		
Technology and Society	Essential	*	*	*	*	*	*			*	*		
Graphical Statistics	Essential	*	*	*	*	*	*			*	*		
Reading Skills	Essential	*	*	*	*	*	*			*	*		
Responsibility	Help	*	*	*	*	*	*			*	*		
Public Relations	Help	*	*	*	*	*	*			*	*		
Computer Applications	Help	*	*	*	*	*	*			*	*		
Human Rights	General	*	*	*	*					*	*		
English	General	*	*	*	*					*	*		
Business Writing	fundamental	*	*	*	*	*	*	*	*	*	*		
Business Guide	fundamental	*	*	*	*	*	*	*	*	*	*		
Business Calculations	fundamental	*	*	*	*	*	*		*	*	*		
Business Readings	fundamental	*	*	*	*	*	*	*	*	*	*		
Business Writing	fundamental	*	*	*	*	*	*	*	*		*		
Business Professional	Help	*	*	*	*	*	*	*	*	*	*		
Business Computer Applications	Help	*	*	*	*	*	*	*	*	*	*		
Business Research Methodology	General	*		*	*	*	*				*		
Business English	General	*	*	*	*					*	*		
Business Party	General	*	*	*	*				*	*	*		
Business Research	Specialized	*	*	*	*	*	*			*			

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

Subjects for the first stage

Course Description Form

Course Description for Archaeology and history of Iraq

Course Name	
Archaeology and history of Iraq	
Course Code :	
Semester/Year :	
Second Semester / 2024 AD	
Date of preparation of this description	
Wednesday 24/4/2024	
Available Attendance Forms	
None	
Number of credit hours (total) / number of units (total)	
0	
Course administrator's name (if more than one name)	
Name: Eng. Dalal Ayed Kamel Email : dalal.kamil@atu.edu.iq	
Course Objectives	
Course Objectives	<p>General: Providing the student with scientific knowledge about Iraq's tourist archaeology.</p> <p>Special: Providing the student with applied and</p>

scientific knowledge about Iraq's tourist monuments and their impact on building scientific civilization in Iraq

Teaching and learning strategies

Strategy	1	Daily oral exams
	2	Written exams (COZ)
	3	Monthly exams
	4	Questions & Discussions
	5	Student Reports
	6	Classroom and extracurricular activities
	7	Practical Activities
	8	The style of the lecture, including brainstorming, discussion and lecture

Course Structure

The week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
First	5	Understand the lesson	The tourist importance of the antiquities of Iraq, its different city	The style of the lecture from it brainstorming and discussion	Interrogation
The second	5	Understand the lesson	Distinctive characteristics of Mesopotamia	The style of the lecture from it brainstorming and discussion	Interrogation
Third	5	Understand the lesson	The impact of the environment on the emergence	The style of the lecture including	Interrogation

			and development of the Mesopotamian civilization and the presentation of tourist sites in the form of charts and indicators since ancient times	brainstorming and discussion	
Fourth	5	Understand the lesson	The role of the civilization of ancient Iraq and prehistoric times, which is the division of eras and the mention of all existing monuments and according to regions and each era and the identification of villages and monuments for that	The style of the lecture including brainstorming and discussion	Interrogation
V	5	Understand the lesson	Determining the relative stage of construction of	The style of the lecture including	Interrogation

			the books and reviewing the joints for the time period of that era with the most important discoveries	brainstorming and discussion	
Sixth	5	Understand the lesson	Determine the peoples that inhabited Mesopotamia, their origin, in the form of records and areas of their distribution	The style of the lecture including brainstorming and discussion	Interrogation
Seventh	5	Understand the lesson	The Sumerians: their homeland – their migration – their features – their kings – the most important monuments they left behind – their languages	The style of the lecture including brainstorming and discussion	Interrogation
Eighth	5	Understand the lesson	Akkadians: their origin – position – roles – features – rule –	The style of the lecture including brainstorming	Interrogation

			languages – relations with the remaining monuments	and discussion	
Ninth	5	Understand the lesson	The Ages of the Dawn of Dynasties, The Age of the States, The Dynasties of Ladash, Omar, Warka, Kish	The style of the lecture including brainstorming and discussion	Interrogation
X	5	Understand the lesson	The period of the third dynasty of your and the new Sumerian era with their most important monuments and cities	The style of the lecture including brainstorming and discussion	Interrogation
Eleventh	5	Understand the lesson	The era of Hammurabi – its effects – and an explanation of the obelisk and the locations of its presence in the regions and its fall	The style of the lecture including brainstorming and discussion	Interrogation

Twelfth	5	Understand the lesson	An explanation of the peoples of the Kutis and the Kassites and their roles in influencing the first Akkadian and Babylonian era	The style of the lecture including brainstorming and discussion	Interrogation
Thirteenth	5	Understand the lesson	Assyrians, their origin, periods, areas of distribution, features, effects, concept of divisions of their periods, their fall	The style of the lecture including brainstorming and discussion	Interrogation
Fourteenth	5	Understand the lesson	The Neo-Babylonian (Chaldean) era – their kings – their escape with the Jews – their deeds – their recommendations – their impact and their features	The style of the lecture including brainstorming and discussion	Interrogation

Fifteenth	5	Understand the lesson	view of the foreign eras that ruled Iraq until Islamic liberation Persian – Achaemenid – Seleucid – Sassanid (Parthian – Sassanid)	The style of the lecture including brainstorming and discussion	Interrogation
Sixteenth	5	Understand the lesson	The Parthian era and the Sassanid era until the liberation of Iraq during the reign of Caliph Omar (RA) in the Battle of Qadisiyah	The style of the lecture including brainstorming and discussion	Interrogation
Seventeenth	5	Understand the lesson	A detailed explanation of the effects of Iraq and their division according to the geographical areas of the country (north–central south) and a review of drawings, plans and indicators thereof	The style of the lecture including brainstorming and discussion	Interrogation

Eighteenth	5	Understand the lesson	Monuments of the northern region, Mosul to Assyrian sites, mosques, artifacts and important shrines (the revolutionary Umayyad Mosque, the Prophet Yunus, the Prophet Gerges)	The style of the lecture including brainstorming and discussion	Interrogation
Nineteenth	5	Understand the lesson	Erbil – Hatra and its monuments and civilizations – Samarra and the construction campaign and its effects – mosques and shrines – the lover's palace – the lover's palace – the caliph's palace	The style of the lecture including brainstorming and discussion	Interrogation
20th	5	Understand the lesson	The ruins of the central region - Baghdad -	The style of the lecture including	Interrogation

			naming the building doors entrances – its cultural symbol	brainstorming and discussion	
Twenty–first	5	Understand the lesson	Review and design of all monuments in the city of Baghdad from shrines and monuments and the return of each of them to the era that occupied them with the display of fees	The style of the lecture including brainstorming and discussion	Interrogation
Twenty–second	5	Understand the lesson	An explanation of the city of Akarkov and cities as outskirts and a review of the effects of the central areas between Baghdad, Kut and Babylon, which extend with its	The style of the lecture including brainstorming and discussion	Interrogation

			monuments and signs to this day		
Twenty-third	5	Understand the lesson	The effects of the southern region / Babylon – its doors – temples and hanging cities Ishtar and linking it to the current reality with the development that happened to it	The style of the lecture including brainstorming and discussion	Interrogation
Twenty-fourth	5	Understand the lesson	Explanation of the ruins of Kufa and Wasit as well as the religious impact of the specified sites and linking them with religious tourism	The style of the lecture including brainstorming and discussion	Interrogation
Twenty-fifth	5	Understand the lesson	Review of the ruins of Qasr Al-Akhaider, Warka your in the south and Al-Zafira in Nasiriyah	The style of the lecture including brainstorming and discussion	Interrogation

Twenty– sixth	5	Understand the lesson	Review the process of linking the religious– spiritual impact of the mosques and mosques of the country in the center, south and north as a house of emirate or centers of communication between people in the past	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– seventh	5	Understand the lesson	Basra, its monuments, landmarks, location.	The style of the lecture, including brainstorming and discussion	Interrogation
Twenty– eighth	5	Understand the lesson	Linking the country with other countries.	The style of the lecture, including brainstorming and discussion	Interrogation
Twenty– ninth	5	Understand the lesson	Its monuments, its construction,	The style of the lecture, including	Interrogation

			its mosques.	brainstorming and discussion	
Xxx	5	Understand the lesson	Islamic construction and its scientific and religious role.	The style of the lecture, including brainstorming and discussion	Interrogation

Third

Fourth

. Learning and Teaching Resources

Required textbooks (methodology, if any)

in references (sources)
Archaeology in Iraq.
A book of historical guide on the habitats and antiquities in Iraq
The book of archeology in Iraq: its origin and development

Recommended books and references (scientific journals, reports...)
importance of antiquities and cultural heritage in Iraq and the effectiveness of legal procedures in protecting them

Electronic References, Websites
https: //www. Aljazeera.net

Course Description for a course..... Public Relations

Course Name
Public Relations
Course Code :
Semester/Year: Annual

Date of preparation of this description

Wednesday 24/4/2024

2. Available Forms of Attendance

Time

3. Number of academic hours (total) / number of units (total)

4. Course administrator's name (if more than one name is mentioned)

Name: Eng. Hussein Moneim Khalaf Email :

5. Course Objectives

Course Objectives

Public: Introducing the student to the concepts and scientific foundations of the public relations function that contribute to the formulation of the organization's policies, plans and programs in accordance with its direction and the demands of the general public or the private audiences of the organization.

Special: Enable the student to understand the concept, objectives and uses of public relations in the field of administrative work, tourism and hotel business, and provide him with the skills required in this field.

6. Teaching and learning strategies

Strategy

1	Daily oral exams
2	Written exams (COZ)
3	Monthly exams
4	Questions & Discussions
5	Student Reports
6	Classroom and extracurricular activities
7	Practical Activities
8	The style of the lecture, including brainstorming, discussion and lecture

Course Structure

The week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
First	3	Understand the lesson	Public relations concept and origin.	The style of the lecture from it Brainstorming and discussion	Interrogation
The second	3	Understand the lesson	Historical development Concepts synonymous with public relations and techniques Concepts related to social interaction Concepts related to public relations techniques.	The style of the lecture from it Brainstorming and discussion	Interrogation
Third	3	Understand the lesson	The reasons for the emergence of public relations The importance of public relations	The style of the lecture including brainstorming and discussion	Interrogation
Fourth	3	Understand the lesson	Internal organization of public relations agencies.	The style of the lecture from it Brainstorming and hypocrisy	Interrogation

v	3	Understand the lesson	Centralization and decentralization In neglecting public relations	The style of the lecture from it Brainstorming and hypocrisy	Interrogation
Sixth	3	Understand the lesson	Employees in public relations agencies	The style of the lecture including brainstorming and discussion	Interrogation
Seventh	3	Understand the lesson	General specifications for employees in public relations agencies Characteristics to be provided by employees in public relations agencies	The style of the lecture including brainstorming and discussion	Interrogation
Eighth	3	Understand the lesson	Organization Public Relations Specialist Public Relations Specialist, Public Relations Manager	The style of the lecture including brainstorming and discussion	Interrogation
Ninth	3	Understand the lesson	Scope of work of relations with the organization	The style of the lecture including	Interrogation

				brainstorming and discussion	
X	3	Understand the lesson	Organization audiences and general administrators The concept of audience Types of audience	The style of the lecture including brainstorming and discussion	Interrogation
Eleventh	3	Understand the lesson	The concept of public opinion Types of public opinion	The style of the lecture including brainstorming and discussion	Interrogation
Twelfth	3	Understand the lesson	The role of public relations in the formation of public opinion.	The style of the lecture including brainstorming and discussion	Interrogation
Thirteenth	3	Understand the lesson	Methods of measuring public opinion Methods of measurement Public opinion	The style of the lecture including brainstorming and discussion	Interrogation
Fourteenth	3	Understand the lesson	Planning in the field of public relations.	The style of the lecture including brainstorming and discussion	Interrogation

Fifteenth	3	Understand the lesson	Public relations and means of communication with the masses	The style of the lecture including brainstorming and discussion	Interrogation
Sixteenth	3	Understand the lesson	The concept of communication and the elements of the communication process.	The style of the lecture including brainstorming and discussion	Interrogation
Seventeenth	3	Understand the lesson	Classification of means: Formal method 2 Qualitative method	The style of the lecture including brainstorming and discussion	Interrogation
Eighteenth	3	Understand the lesson	Types of means of communication in the field of public relations	The style of the lecture including brainstorming and discussion	Interrogation
Nineteenth	3	Understand the lesson	Public relations programs with the organization's audiences.	The style of the lecture including brainstorming and discussion	Interrogation
20th Twenty-first	3	Understand the lesson	Public Relations with Employees (Internal Public)	The style of the lecture including brainstorming	Interrogation

				and discussion	
Twenty– first	3	Understand the lesson	Public Relations with the Consumer Audience	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– second	3	Understand the lesson	Public Relations with the Shareholders Public	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– third	3	Understand the lesson	Public relations with suppliers Public relations with the local community.	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– fourth	3	Understand the lesson	Public relations with educational institutions.	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– fifth	3	Understand the lesson	Public Relations with Internal Security.	The style of the lecture including brainstorming and discussion	Interrogation
Twenty– sixth	3	Understand the lesson	Public Relations in Diplomatic Bodies	The style of the lecture including	Interrogation

				brainstorming and discussion	
Twenty-seventh	3	Understand the lesson	Public relations in tourism bodies.	The style of the lecture including brainstorming and discussion	Interrogation
Twenty-eighth		Understand the lesson	Public relations in judicial institutions.	The style of the lecture including brainstorming and discussion	Interrogation
Twenty-ninth		Understand the lesson	Public relations in health institutions.	The style of the lecture including brainstorming and discussion	Interrogation
Xxx		Understand the lesson	Evaluation of public relations activities	The style of the lecture including brainstorming and discussion	Interrogation

Third

Fourth

2. Learning and Teaching Resources

Required textbooks (methodology, if any)

in references (sources)

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

Electronic References, Websites

**Course description of the course..... Readings of the first
guidance in English**

Course Name	
Readings of the first guidance in English	
Course Code	
Semester / Year: Annual	
Date of preparation of this description	
1/4/2024	
5. Available Forms of Attendance	
7 theory in the hall with my work is a language lab	
6- Number of academic hours (total) / number of units (total)	
2	
3. Course administrator's name (if more than one name)	
Name: Ahlam Zahir Mohsen ALALean: ahlam.muhsion.inj@atu.edu.iq	
4. Course Objectives	
Course Objectives	<p>aching the student tourism terminology.....</p> <ul style="list-style-type: none"> • Conversation

- Methods used in tourism

5. Teaching and Learning Strategies

Strategy

Reading in English
Writing by solving questions
Speak English among students
Listen to conversations in English