



**Ministry of Higher Education and Scientific Research**  
**Scientific Supervision and Evaluation Authority**  
**Department 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.

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: 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:

Lautther. Dr. Hussein munaam Khlf

Date: 16.04.2024

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

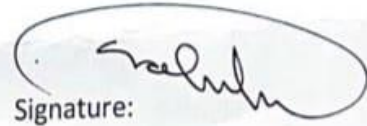
Lect. Dr. Muhammed Najeh Nemah

Data: 18.04.2024

Signature



Signature:



Scientific Associate Name:

Lect. Dr. Salah Mahdi Saleh

Date: 17.04.2024

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 Tourism	2	2
		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 implement them to compete with the importer

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

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	Management	Business			1	

	Muhammad	and Economics	Administration				
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

	<b>Professional Development</b>
	<b>Mentoring new faculty members</b>
	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
	<b>Professional development of faculty members</b>
	The professional development process takes place in many ways Various scientific courses Workshops Scientific seminars

<b>. Acceptance Criterion</b>
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).

<b>. The most important sources of information about the program</b>
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

<b>. Program Development Plan</b>
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	*	*	*	*	*	*			*			

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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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**

<b>Course Name</b>	
Archaeology and history of Iraq	
<b>Course Code :</b>	
<b>Semester/Year :</b>	
Second Semester / 2024 AD	
<b>Date of preparation of this description</b>	
Wednesday 24/4/2024	
<b>Available Attendance Forms</b>	
None	
<b>Number of credit hours (total) / number of units (total)</b>	
0	
<b>Course administrator's name (if more than one name)</b>	
Name: Eng. Dalal Ayed Kamel Email : dalal.kamil@atu.edu.iq	
<b>Course Objectives</b>	
<b>Course Objectives</b>	<p><b>General: Providing the student with scientific knowledge about Iraq's tourist archaeology.</b></p> <p><b>Special: Providing the student with applied and</b></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
15					

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

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

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

<b>Fifteenth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>view of the foreign eras that ruled Iraq until Islamic liberation Persian – Achaemenid – Seleucid – Parthian – Sassanid (Medo-Persian – Macedonian – Seleucid)</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Sixteenth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>The Parthian era and the Sassanid era until the liberation of Iraq during the reign of Caliph Omar (RA) in the Battle of Qadisiyah</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Seventeenth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>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</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>

<b>Eighteenth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Monuments of the northern region, Mosul to Assyrian sites, mosques, artifacts and important shrines (the revolutionary Umayyad Mosque, the Prophet Yunus, the Prophet Gerges)</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Nineteenth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>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</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>20th</b>	<b>5</b>	<b>Understand the lesson</b>	<b>The ruins of the central region - Baghdad -</b>	<b>The style of the lecture including</b>	<b>Interrogation</b>

			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		
<b>Twenty-third</b>	<b>5</b>	<b>Understand the lesson</b>	<b>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</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Twenty-fourth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Explanation of the ruins of Kufa and Wasit as well as the religious impact of the specified sites and linking them with religious tourism</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Twenty-fifth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Review of the ruins of Qasr Al-Akhaider, Warka your in the south and Al-Zafira in Nasiriyah</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>

<b>Twenty-sixth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>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</b>	<b>The style of the lecture including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Twenty-seventh</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Basra, its monuments, landmarks, location.</b>	<b>The style of the lecture, including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Twenty-eighth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Linking the country with other countries.</b>	<b>The style of the lecture, including brainstorming and discussion</b>	<b>Interrogation</b>
<b>Twenty-ninth</b>	<b>5</b>	<b>Understand the lesson</b>	<b>Its monuments, its construction,</b>	<b>The style of the lecture, including</b>	<b>Interrogation</b>

			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

quired textbooks (methodology, if any)

in references (sources)

Archaeology in Iraq.  
A book of historical guide on the habitats antiquities in Iraq  
The book of archeology in Iraq: its origin d development

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

importance of antiquities and tural heritage in Iraq and the ectiveness of legal procedures in pecting them

ctronic References, Websites

tps: //www. Aljzeera.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**

None

**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

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

				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

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

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

				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"> <li>..... Conversation</li> </ul>

- ..... 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