

**Research And Scientific Education High of Ministry
Scientific Supervision and Evaluation Authority
Quality Assurance And Academic
Accreditation Department**



**Academic program
description guide And
the course
Department of
Tourism and Hotel
Technologies**

2024

the introduction

The department was established in 2011/2012 With two branches (Hotel Management Branch and Tourist Guidance Branch), but in the first years, hotel management was opened only until the academic year here were only two teaching staff five With a simple frame. 2020/2019 and a few technical trainers, and it relied heavily on experienced and jurisdiction, However, in a very short time, the external lecturers department was able to rely on its own staff, as a number of teaching which made him dependent on his cadres specialization staff joined it e contributed to the follow-up and had some external lecturers, and students, In addition, there are a large number of qualification of many companies, travel and tourism offices, and hotels that have relied on .o address the problems and obstacles you face the advice of teachers The department accepts graduates of preparatory school in the he literary and professional branches (exclusively scientific branch tourism specialization), Note that the study in it depends on the theoretical aspects that are taught in the classrooms and the practical field trips and periodic visits, In addition to aspects in the laboratories within the actual application in one of the... For organizations Tourist the summer training period for two months during the summer vacation for first-year students, without which the student is not he graduate is awarded a considered a graduate! Unless he fulfills it o be qualified to work in all technologies Tourism technical diploma in Management of hotels and from her (In the field a Tourism activity fields and tourist resorts, visitor cities, tourism and travel offices, tourist .(guidance and tourist guides

**Graduate students can- 20% first-choice candidates for direct
Or complete his studies at a the university recruitment into institutes
.he debate tcollege**

Concepts and terminology:

Description of the academic program:

This academic program description provides a summary of the most important characteristics of the program and the educational outcomes that the student is expected to achieve, demonstrating whether the maximum benefit has been made of the available opportunities. It is accompanied by a description of each course .within the program

:Course description

hey are the characteristics of tThis course description provides a brief summary of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made the most of the available learning .opportunities, and they must be linked to the program description

:Program vision

K Technical Institute in Tourism techniques to divide opened a General r bala and Hotels administration branch)They are Academic2011With two branches specialty in Students acceptance It was completed,(Tourist Guidance branch

General Until Establishment beginning from Hotels administration
Tourist Guidance branch to open It was completed 2017then/Academic2016
.Hotels administration branch to addition

:Program message

And restaurants Hotels in To work technique Angels And qualification numbers
.all With its specialties Tourist And complexes And resorts
Governor ate Locations on Careful spirit planting during from Tourist Places on
.Student I have Tourist
side in Specialists With it He rises that He should With what Students identification
.Tourist
Its bezel And a statement Their souls in Students I have And smile Fun spirit create
.Tourist on effect

:Program objectives

technique Angels And qualification numbers to Hotels administration branch aims
.Tourist And complexes And resorts And restaurants Hotels in To work
And the evidence Tourist leader numbers to Tourist Guidance to divide aims while
Information To deliver Necessary And the possibility By ability Enjoy that Tourist
to good In a way And archaeological And entertainment Tourist Facilities on
.optimum Academic Style during from Tourist

:Curriculum structure

The annual system for the Department of Tourism and Hotel Technologies is a quarterly system as approved by the Ministry of Higher Education and Scientific Research

:Learning outcomes

And hotel Tourist And facilities Hotels in Front Offices in the job administration
.And resorts
Her And organization And drinks Foods Sections in the job administration
.In it the job And walk And its calculations purchases
.Booking And offices Air And the lines sale Services Offices in the job
And Tourist And facilities Hotels in Rooms service administration on Supervision
.Tourists For housing Services progress that resorts
And entertainment Archaeological Locations in tourist guide or As a guide the job
This on Complete Information Possess Cadres presence require that And historical
.Locations is amazing

:Learning strategies

Developing scientific and educational curricula, keeping pace with current developments, reducing reliance on traditional curricula, and following modern methods and educational means that facilitate the delivery of information to students. Every faculty member must conduct training courses for students on programs that students will benefit from in the future.

Academic Program Description Form

University Name: Al-Furat Al-Awsat Technical University

Faculty/Institute: Karbala Technical Institute

Scientific Department: Department of Tourism and Hotel Technologies


Academic or Professional Program Name: : Department of Tourism and Hotel Technology

Final Certificate Name: Technical diploma

Academic System: Annual


Description Preparation Date: 2024/3/1

File Completion Date: 2024/4/22

Signature: 

Head of Department Name:

Dr. Mohamed Ali Toman

Signature: 

Scientific Associate Name:

Assist. Prof. Dr. Layth Hasan Jawad

Date: 2024/4/22

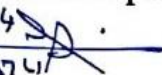
Date: 22.04.2024

The file is checked by:


Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Ali Neamah Hasan ^{4/24} 
2024

Signature:


24-4-2024
Approval of the Dean

1. See the programC

Improving a technical education system that achieves a high level of creativity to meet the current and future requirements of society in accordance with comprehensive quality standards and academic accreditation

2. Program mission

Providing the community with competent cadres with high quality standards and services that meet its needs and keep pace with scientific and practical developments

3. Program objectives

Karbala Technical Institute aims to achieve the following:

First: in the field of technical education

- 1.Preparing intermediate technical staff with high and multiple qualification levels capable of dealing with modern technologies that meet the needs of the work environment.
- 2.Absorbing human resources capable and willing in technical education from secondary education outcomes or those who need to acquire professions and skills..
- 3.Monitoring the various labor market needs for technical education outcomes and preparing the necessary programs to meet them and adapt to environmental changes.
- 4.Achieving academic accreditation for the institute's study programs nationally and internationally.
- 5.Working to use various modern teaching and learning methods and effective communication with students to increase the relationship between the student and the university.

Second: In the field of scientific research

- 1.Participation of scientific institutions to exchange opinions and experiences to achieve common goals.
- 2.Improving the institute's staff to achieve distinguished professionalism that is reflected in the standardization of its outputs through the holding of scientific courses, seminars, and workshops in various fields..
- 3.Supporting scientific research by providing the necessary facilities to complete scientific research and caring for creative people in a way that achieves excellence in generating knowledge to provide services at a level that achieves quality standards..
- 4.Contributing to spreading the culture of technical education through field visits to vocational schools.
- 5.Working to link research and its results to sustainable development plans and finding scientific solutions to the country's social, economic and technical problems.
- 6.Motivating teaching staff to work as research teams and enhancing participation with various scientific institutions to raise the level of the university globally.

Third: In the field of community service

- 1.Continuous evaluation of specializations in scientific departments by suspending them or creating new scientific departments that keep pace with developments in the labor market and simulate societal needs..
- 2.Fulfilling social responsibility requirements and achieving an influential presence in

community events and activities to promote social, cultural, scientific and economic progress..

3.Directing the consulting and research offices in the university's formations to provide consulting services aimed at enhancing the leadership role of the university in society..

4.Providing continuing education and training programs for all institutions and segments of society and striving to spread scientific culture.

Fourth: In the field of cooperation with universities and other scientific institutions

1.Supporting cooperation with international universities in the field of scientific research, cultural exchange, and joint supervision of postgraduate studies to develop the capabilities of teachers and students..

2.Building a system of strategic relationships with reputable universities and scientific institutions in a way that contributes to developing educational and research capabilities and programmers.

3.Sustainable cooperation with supporting institutions to hold scientific seminars and conferences to disseminate knowledge, innovations and transfer technology.

4.Interaction with international scientific experiments and expertise in the scientific and technical field.

Fifth: In the field of performance evaluation and international classifications

1.Adopting the highest evaluation standards in the institutional and programmatic fields to achieve the university's comprehensive quality management requirements.

2.Providing the basic requirements for the university to rise within the international rankings.

3.Establishing the infrastructure to implement the e-government project to facilitate electronic communication between the institute's formations and the rest of the departments.

4.Developing programs to develop the capabilities of faculty members to raise their level of performance and creating the necessary incentives for that.

5.Enhancing the university's academic reputation by encouraging its researchers to participate in scientific research platforms and publish their scientific results.

Sixth: In the field of providing an attractive university environment

1.Improving infrastructure and services and their sustainability in accordance with national and international academic accreditation standards.

2.Rehabilitating and maintaining the green spaces at the institute in accordance with the university's green standards to improve the university environment for students.

3.Developing information technology services and applications at the institute to facilitate rapid communication between the institute and students.

4.Facilitating knowledge sharing by developing the university's virtual library project and linking it to an electronic application that makes it easier for the student to obtain the books and research he wants.

4. Program accreditation

?Does the program have program accreditation? From which agency
.both

5. Other external influences

?Is there a sponsor for the program
.both

6. Program structure/first stage

Notes	percentage	Credit hours	Number of materials	Program structure
General materials	%7	2	2	Enterprise requirements
Auxiliary materials	%30	9	3	College requirements
Specialized materials	%63	22	4	Department requirements
				Summer training
				last

.This can include notes whether the course is a major or an elective*

7. Program structure/second phase

Notes	percentage	Credit hours	Number of materials	Program structure
General materials	%7	2	2	Enterprise requirements
Auxiliary materials	%20	6	2	College requirements
Specialized materials	%73	22	5	Department requirements
				Summer training
				last

8. Program description

Credit hours		Name of the training material	Course code	Completion rate in a year
practical	theoretical			2023-2024
3	1	Tourism principles		The first
3	2	Antiquities and history of Iraq		
2	2	Tourism geography		
3	2	English readings		
2	1	English		

		correspondence		Second
2	1	Public relations		
2	1	Computer applications		
	1	English language		
	2	human rights		
3	1	Online reservation		
3	2	Tourist guidance		
2	2	Regulations and laws		
3	1	Hospitality industry		
3	2	English readings		
2	1	Professional behavior		
2	1	Computer applications		
	1	English language		
	2	Research project		

9. Expected learning outcomes of the programme	
knowledge	
Statement of learning outcomes 1	Learning outcomes 1
skills	
Statement of learning outcomes 2	Learning outcomes 2
Statement of learning outcomes 3	Learning outcomes 3
Professional ethics	
Statement of learning outcomes 4	Learning outcomes 4
Statement of learning outcomes 5	Learning outcomes 5

10. Teaching and learning strategies
Teaching and learning strategies and methods adopted in implementing the program in general

11. Evaluation methods
.It is implemented throughout all phases of the program in general .Theoretical exams - .Practical exams -

- .Ask some questions -
- .Giving homework -
- .Brainstorming -

12. college						
Faculty members						
Number of faculty members		Special requirements/skills (if any)		specialty		Academic rank
Lecturer	Staff			Special	general	
	✓			✓		M.D. Muhammad Ali Toman
	✓			✓		M.D.Najm Abdel Ali Abbas
	✓			✓		M.D.Haider Abd Zaid Khadr
	✓				✓	M.D.Hala Moein Sabry
	✓				✓	M.D.Jannat Muhammad Reda
	✓			✓		M.Abdul Hussein Musa Muhammad
	✓				✓	millimeter.Zahraa Mahmoud Abdel Zahra
	✓			✓		D.Hussein Muhammad Ali Asad
	✓			✓		millimeter.Ali Zulfiqar Hussein Ojja

Professional development
Mentoring new faculty members
Briefly describes the process used to orient new, visiting, full-time, and part-time faculty at .the institution and department levels
Professional development for faculty members
Briefly describe the academic and professional development plan and arrangements for faculty members such as teaching and learning strategies, assessment of learning .outcomes, professional development, etc

13. Acceptance criterion

central

14. The most important sources of information about the program

.Briefly mention the sources of information about the program

15. Program development plan

Summary of program skills

Learning outcomes required for the programme

Professional ethics				skills				knowledge				Specialized, auxiliary, or general	Name of the training material	Material symbol	Sunnah
4c	3c	2c	1c	4b	3b	2b	1b	4a	3a	2a	1 a				
√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Tourism principles		The first
√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Antiquities and history of Iraq		
√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Tourism geography		
√	√	√	√	√	√	√	√	√	√	√	√	Specialized	English readings		
√	√	√	√	√	√	√	√	√	√	√	√	help	English correspondence		
√	√	√	√	√	√	√	√	√	√	√	√	help	Public relations		
√	√	√	√	√	√	√	√	√	√	√	√	help	Computer application		

													s		
√	√	√	√	√	√	√	√	√	√	√	√	√	help	English language	
√	√	√	√	√	√	√	√	√	√	√	√	√	General	human rights	
√	√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Online reservation	
√	√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Tourist guidance	
√	√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Regulations and laws	
√	√	√	√	√	√	√	√	√	√	√	√	√	Specialized	Hospitality industry	
√	√	√	√	√	√	√	√	√	√	√	√	√	Specialized	English readings	
√	√	√	√	√	√	√	√	√	√	√	√	√	help	Professional behavior	
√	√	√	√	√	√	√	√	√	√	√	√	√	help	Computer applications	
√	√	√	√	√	√	√	√	√	√	√	√	√	General	English language	
Second															

√	√	√	√	√	√	√	√	√	√	√	√	General	The crimes of the Baath regime in Iraq		
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- .Please tick the boxes corresponding to the individual learning outcomes of the program being assessed

Course description form
:Course description

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes that the student is expected to achieve, demonstrating whether he has made the most of the

Karbala Technical Institute		Educational institution	1.
Tourism technologies		Scientific department/center	2.
Principles of tourism		/name	3.
Principles of tourism course (theoretical and practical (preparations		Available attendance forms	4.
Annual/first		Semester/year	5.
study hours 120		Number of study hours/total	6.
2023/1/9		The date this description was prepared	7.
General: Introducing the student to the basics of tourism science, the principles on which it is based, .and clarifying tourism phenomena Special: Introducing the student to tourism and the tourist, analyzing the main areas generating tourism, applications on tourism demand and supply, and the .economic impacts of tourism activity		Course objectives	8.
Identify the most important basic .principles in tourism science Identify the theoretical and conceptual frameworks of tourism and tourists, .their types and characteristics Learn about the economics of tourism, tourism development and .investment Identify the most important .components of Iraqi tourism	أ- Cognitive goals	Course outcomes Learning and evaluation methods	9.
Conducting scientific field trips to .tourist attraction sites Presenting various reports and .research in the tourism field	ب- Skill goals		
1. .Scientific lecture 2. .Discussion among students 3. .Tourist trips 4. .Field reports	Teaching and learning methods		

5. .Lecture reports						
.Daily exams .Ask some questions .Giving homework		Evaluation methods				
The benefit of scientific material in .understanding the course of events .Capacity for emergency updates Ability to manage and provide field .guidance Developing the student's abilities to analyze social variables to learn about .different skills and solve problems		C- Emotional and value goals				
Lectures, explanations, exercises, classroom and extracurricular exercises, field application, scientific trips		Teaching and learning methods				
Direct questions, daily and monthly exams, discussion, additional .activities, and quarterly exams		Evaluation methods				
Course structure						10.
Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week	11.
Questions and answers	a lecture	Tourism, visitor, park, .recreation	Cognitive	4	1)	
Asking questions	a lecture	Tourists, types of tourists	Cognitive	4	2)	
Case study	Listen and ask questions	Tourism motives, foundations and motives	Cognitive	4	3)	
Brainstorm	a lecture	Tourism offer: its concept	Cognitive, emotional	4	4)	
Mini totals	a lecture	Tourism offer: its components	Cognitive, skills	4	5)	
Asking questions	a lecture	Tourism demand, its characteristics	Cognitive, skills	4	6)	
Questions and answers	Listen and ask questions	Seasonality	Cognitive, skills	4	7)	
Mini totals	Listen and ask questions	Demand, its determinants	Cognitive	4	8)	
Case study	Listen and ask questions	Tourism is a complex industry	Cognitive	4	9)	
Asking questions	discussion	Its relationship with other industries Its relationship to	Cognitive	4	10)	

		transportation/types of transportation and roads				
Mini totals	discussion	Its relationship in the accommodation industry	Cognitive	4	11)	
Questions and answers	a lecture	Its relationship in the food industries - its relationship in recreational activities - its relationship in the folklore industries	Cognitive	4	12)	
Case study	Dialogue and discussion	Its relationship to shopping activities in general - the (mall) system	Cognitive, skills	4	13)	
Brainstorm	discussion	Development of global tourism	Cognitive, skills	4	14)	
Asking questions and discussing	a lecture	Development of global tourism	Cognitive, skills	4	15)	
Mini totals	discussion	The development of tourism in the Middle East	Cognitive, skills	4	16)	
Questions and answers	a lecture	The development of tourism in the Middle East	Cognitive, skills	4	17)	
Asking questions and discussing	Listen and ask questions	Countries exporting tourists in the world	Cognitive, skills	4	18)	
Asking questions	a lecture	:Attractions in Iraq Natural	Cognitive, skills	4	19)	
Brainstorm	a lecture	:Attractions in Iraq Humanity History, religious, therapeutic	Cognitive	4	20)	
Questions and answers	Lecture and criticism	:Attractions in Iraq Business tourism	Cognitive, skills And emotional	4	21)	
Case study	Listen and ask questions	:Attractions in Iraq Conferences and festivals	Cognitive, skills And emotional	4	22)	
Asking questions and discussing	discussion Listen and ask questions	Comprehensive tourism survey plan for Iraq	Cognitive, skills And emotional	4	23)	

Asking questions	Listen and ask questions	Comprehensive tourism survey plan for Iraq	Cognitive, skills And emotional	4	24)
Mini totals	a lecture	The role of investments in tourism development	Cognitive	4	25)
Case study	discussion Listen and ask questions	The role of education and tourism training in tourism development	Cognitive	4	26)
Asking questions	a lecture	The reality of tourism education and training in Iraq	Cognitive	4	27)
Brainstorm	a lecture	The reality of tourism education and training in Iraq	Cognitive, skills And emotional	4	28)
Asking questions	discussion Listen and ask questions	The role of skilled labor in the tourism industry	Cognitive, skills	4	29)
Case study	a lecture	The role of skilled labor in the tourism industry	Cognitive, skills	4	30)

12. Infrastructure	
	Required prescribed -1 books
<ul style="list-style-type: none"> • Introduction to tourism and hotel sciences: Dr. Mustafa Youssef Kafi, 1st edition, Dar Al-Hamid, Amman, 2015 .AD • Tourist guide: Dr. Osama Al-Faouri, 1st edition, Dar Al-Warraaq, Amman, 2006 AD • Tourism between theory and practice: Ahmed Al-Jallad, .1st edition, World of Books, Cairo, 1997 AD • Introduction to the Science of Tourism: Ahmed Al-Jallad, .1st edition, Alam Al-Kutub, Cairo, 2000 AD • Fundamentals of the Tourism Industry: Hamid Abdel .Nabi, 1st edition, Al-Warraaq, Amman, 2009 AD 	Main references -2 (sources)
<ul style="list-style-type: none"> • Tourism among the Arabs, Heritage and Civilization: Muhammad Farid, Part 1 and Part 2, 1st edition, Dar Al-Hilal, Beirut, 2000 AD • Marwan Al-Sukkar: Tourism, Its Content and Effects, 1st .edition, Dar Majdalawi, Amman, 1994 AD • Panorama of Tourist Life: Attia Muhammad Shehata, 1st .edition, Supreme Council of Culture, Cairo, 2002 AD 	Recommended books -3 and references (scientific (...),journals, reports
<ul style="list-style-type: none"> • https://ar.wikipedia.org/wiki/%D8%B3%D9%8A%D8%A7D8%AD%D8%A9% 	Electronic references, -4 ..Internet sites

- <https://ar.wikipedia.org/wiki/%D8%B3%D9%8A%D8%A7D8%AD%D8%A9%D9%85%D8%B3%D8%AA%D8%AF%D8%A7%D9%85%D8%A9>
- <https://ar.wikipedia.org/wiki/%D8%A3%D9%86%D9%88D8%A7%D8%B9%D8%A7%D9%84%D8%B3%D9%8A%D8A7%D8%AD%D8%A9#%D8%A3%D9%86%D9%88%D8%A7%D8%B9%D8%A7%D9%84%D8%B3%D9%8A%D8A7%D8%AD%D8%A9%D9%85%D9%86%D8%AD%D9%8A%D8%AB%D8%A7%D9%84%D9%83%D9%85%D9%88%D8%A7%D9%84%D8%B9%D8%AF%D8%AF%D9%8D8%A7%8D9%84%D8%AC%D9%88%D8%AF%D8%A9>
- <https://mawdoo3.com/%D9%85%D9%82%D9%88%D9D8%A7%D8%AA%D8%A7%D9%84%85%D8%B3%D9%8A%D8%A7%D8%AD%D8%A9>

13. Course development plan

1. Providing the capabilities of academic, scientific and practical support in organizing .scientific trips to specialized institutions
2. Providing an appropriate classroom environment that enables the teacher to diversify .teaching strategies
3. .Providing information technology in the campus library
4. Hosting experts from outside the institute or from the work environment for which they are preparing to benefit from their expertise in developing the course according to the .actual need of the labor market

Course description form
:Course description

This course description provides succinctness to Tourism regulations and laws subject. And it is an introductory material and an important introduction to knowledge of tourism legislation, as it is provided to the student in the second stage/ Tourist guidance branch provides the necessary extent of the basic principles of the law in

Tourism technologies	Scientific department/center	2.
TGSL2	Course name/code	3.
(Theoretical and practical lectures) / for the subject of regulations and laws	Available attendance forms	4.
Annual/second	Semester/year	5.
study hours 120	Number of study hours/total	6.
2023/1/9	The date this description was prepared	7.
General: Introducing the student to the regulations and laws related to the general tourism aspect Special: Introducing travel regulations, opening travel and tourism companies, labor laws, banking systems, hotels and restaurants, and civil aviation institutions' work systems	Course objectives	8.
Identify the most important basic principles in tourism legislation and the most important Iraqi regulations and laws in the field of specialization Identify the theoretical and conceptual frameworks of jurisprudence and law, their types, and the main systems that regulate their work Identifying the concept of the legislator, its characteristics, types of legislation, its interpretation, and the bodies working on it Learn about Iraqi tourism legislation throughout history Identify the most important organizations working in the tourism field	ت- Cognitive goals	9.
Conducting scientific field trips to learn about the legal and administrative structure of tourism institutions and organizations and their working	ث- Skill goals	

mechanism in accordance with the law .and instructions in force Writing various reports, research and scientific papers in the field of tourism .legislation					
6. .Scientific lecture 7. .Discussion among students 8. .Tourist trips 9. .Field reports 10. .Lecture reports	Teaching and learning methods				
.Daily exams .Ask some questions .Giving homework	Evaluation methods				
The benefit of scientific material in .understanding the course of events .Capacity for emergency updates Ability to manage and provide field .guidance Developing the student's abilities to analyze social variables to learn about .different skills and solve problems The ability to deeply and accurately understand the most important laws and .ways to improve them	C- Emotional and value-based goals				
Lectures, explanations, exercises, classroom and extracurricular exercises, field application, scientific trips	Teaching and learning methods				
Direct questions, daily and monthly exams, discussion, additional activities, .and quarterly exams	Evaluation methods				

Course structure 10

Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week	11
Questions and answers	a lecture	General concepts jurisprudence, its) sources and knowledge of scholars, legislation, and its (interpretation	Cognitive	4	1)	
Questions and answers	a lecture	Characteristics of legislation, advantages, disadvantages	Cognitive	4	2)	
Case study	Listen and ask	Types of legislation	Cognitive	4	3)	

	questions				
Brainstorm	a lecture	Law: definition and branches	Cognitive, emotional	4	4)
Mini totals	a lecture	Distinguishing between the state and other concepts	Cognitive, skills	4	5)
Asking questions	a lecture	Bodies of state power	Cognitive, skills	4	6)
Questions and answers	Listen and ask questions	Tourism legislation	Cognitive, skills	4	7)
Mini totals	Listen and ask questions	Field reports	Cognitive	4	8)
Case study	discussion	Tourism legislation in Iraq The first and second legislation	Cognitive	4	9)
Asking questions	discussion	Tourism legislation in Iraq The third and fourth legislation	Cognitive	4	10)
Mini totals	discussion	Tourism legislation in Iraq Fifth legislation	Cognitive	4	11)
Questions and answers	a lecture	Corporate concept	Cognitive	4	12)
Case study	Dialogue and discussion	Types of companies	Cognitive, skills	4	13)
Brainstorm	discussion	Substantive elements of the company contract	Cognitive, skills	4	14)
Asking questions and discussing	a lecture	Reasons for the termination of companies	Cognitive, skills	4	15)
Questions and answers	a lecture	Travel and tourism companies and offices Concept and sections	Cognitive, skills	4	16)
Mini totals	discussion	A source of income for travel companies and agencies	Cognitive, skills	4	17)
Asking questions and discussing	Listen and ask questions	Legislation of Iraqi travel and tourism companies, offices, and agencies	Cognitive, skills	4	18)

Brainstorm	discussion	The first, second and third laws	Cognitive, skills	4	19)
Asking questions	a lecture	Law of car rental offices for tourists	Cognitive	4	20)
Questions and answers	Lecture and criticism	Supporting laws and regulations Residence law	Cognitive, skills And emotional	4	21)
Case study	Listen and ask questions	Supporting laws and regulations Traffic law	Cognitive, skills And emotional	4	22)
Asking questions and discussing	discussion Listen and ask questions	Supporting laws and regulations Labor and social insurance law	Cognitive, skills And emotional	4	23)
Asking questions	Listen and ask questions	Supporting laws and regulations Instructions for operating tourist establishments and facilities	Cognitive, skills And emotional	4	24)
Mini totals	a lecture	Supporting laws and regulations Banking and instructions for buying and selling foreign currencies	Cognitive	4	25)
Case study	discussion Listen and ask questions	International tourism organizations International Air Transport Association ((IATA)IATA	Cognitive	4	26)
Asking questions	a lecture	International tourism organizations Civil aviation	Cognitive	4	27)
Brainstorm	a lecture	International tourism organizations International Civil Aviation Organization ((ICAO)ICAO	Cognitive, skills And emotional	4	28)
Asking questions	discussion Listen and ask questions	International tourism organizations Flying freedoms	Cognitive, skills	4	29)
Mini totals	a lecture	Field reports	Cognitive, skills	4	30)

12. Infrastructure	
	Required prescribed -1 books
<ul style="list-style-type: none"> • D. Ahmed Al-Saeed Al-Zaqrad: Principles of Legal Sciences, 1st edition, Dar Al-Kutub Al-Qanuni, Egypt, 2013 AD. • D. Salah al-Din Fawzi: The Ocean in Political Systems and Constitutional Law, 1st edition, Dar al-Nahda al-Arabiya for Publishing and Distribution, Egypt, 1995 AD. • Sabah Al-Mufti: Traffic Law No. 86 of 2004, amended, 3rd edition, Legal Library, Iraq, 2016 AD. • D. Muhammad Mahmoud Hassan: Introduction to the Study of Legal Sciences (Theory of Law), 1st edition, Dar Al-Fikr Al-Jami'i, Egypt, 2008 AD. • Nabil Abdel Rahman Hayawi: Labor Law No. 37 of 2015, 1st edition, Al-Atak Book Industry, Lebanon, 2016 AD. 	Main references (sources) -2
<ul style="list-style-type: none"> • Legislation to regulate tourism activity: Dr. Muftah Khalifa, 1st edition, University Press House, Alexandria, 2012 AD. • Commitment to safety for guests of hotels and tourist villages, Dr. Rasha Mustafa, 1st edition, University Press House, Alexandria, 2007 AD. • Tourism Legislation in Iraq: Taha Mahdi Mahmoud, 1st edition, Dar Al-Ayyam, Amman, 2019 AD. 	Recommended books and -3 references (scientific (...),journals, reports
<ul style="list-style-type: none"> • /https://www.moj.gov.iq/iraqmaq • http://iraqld.hjc.iq:8080/free_search.aspx • https://manshurat.org/node/218 • https://www.slideshare.net/hanyatef/ss-78575106 	Electronic references, -4 ...Internet sites
13. Course development plan	
<ol style="list-style-type: none"> 1. Providing academic support capabilities in organizing trips to learn about the legal structure of tourism institutions 2. Providing an appropriate classroom environment that enables the teacher to diversify teaching strategies 3. .Providing information technology in the campus library 4. Hosting experts from outside the institute or from the work environment for which they are preparing to benefit from their expertise in developing the course according to the actual need of the labor market 	

Course description form
:Course description

This course description provides a brief summary of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made the most of the available learning opportunities,

Al-Furat Al-Awsat Technical University / Technical Institute - Karbala	Educational institution	14
Tourism Technologies/Tourist Guidance Branch	Scientific department/center	15
TGBE2Electronic reservation	Course name/code	16
Electronic reservation material	Available attendance forms	17
year	Semester/year	18
study hours 120	Number of study hours/total	19
2023/9/1	Date this description was prepared	20
General objective: To familiarize the student with the technical aspects of how to establish a tourist office and how to make the necessary decision to open, operate and manage it, as well as familiarize him with the work of tourism companies and travel agents Specific objective: To enable the student to work on the technical and administrative aspects of tourist offices and tourism companies and to cooperate with travel and tourism agents, as well as how to organize programmed tourist trips inside and outside the country and familiarize him with the electronic reservation system (Amadeus system) and its multiple uses	Course objectives	21
Learn about the technical aspects of - how to establish a tourist office and how to make the necessary decision to open and operate it Identifying the theoretical and practical - frameworks for establishing a tourism office Identifying the work of tourism - companies and travel agents	ج- Cognitive objectives	Course outcomes Learning and evaluation methods 22
Enabling the student to work in the - technical and administrative aspects of tourist offices, tourism companies and travel agents Enabling the student how to organize - programmed tourist trips inside and outside the country	ح- Skill objectives	

Getting to know the electronic - reservation system (Amadeus system) .and its many uses			
.Scientific lectures - .Discussions between students - Visits to companies and tourism - .offices .Applications on computers - .Practical videos related to lectures -	Teaching and learning methods		
.Theoretical exams - .Practical exams - .Ask some questions - .Giving homework - .Brainstorming -	Evaluation methods		
Obtaining creative skills from practical - .applications on the computer .Ability to manage tourism and hotels - Developing the student's abilities to - analyze social variables to learn about .different skills and solve problems	C- Emotional and value goals		
Lectures, explanations, exercises, - practical exercises on the computer, .field application, scientific trips	Teaching and learning methods		
Direct questions, daily and monthly - exams, discussion, additional activities, .and quarterly exams	Evaluation methods		

Course structure 23

Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week	24
Questions and answers	a lecture	Tourist office, legal structure of travel .companies	Cognitive	4	31)	
Asking questions	a lecture	Types of tourism companies: agency, transportation, tourism .and travel	Cognitive	4	32)	
Case study	Listen and ask questions	Travel agents, tour .operators	Cognitive	4	33)	
Brainstorm	a lecture	Administrative structure for travel and tourism .agents	Cognitive, emotional	4	34)	
Brainstorm	a lecture	Administrative structure for travel and tourism .agents	Cognitive, skills	4	35)	
Ask questions	a lecture	Organizational structure of .the tourism company	Cognitive, skills	4	36)	

Questions and answers	Listen and ask questions	Steps for establishing a tourist office (decision making, location, equipment, and .(employees	Cognitive, skills	4	37)
discussion	Listen and ask questions	Steps for establishing a tourist office (business plan, budget, advertising, .(opening	Cognitive	4	38)
Case study	Listen and ask questions	Services provided by tourism companies and travel agencies (traditional reservations, transportation, accounts, .(sales	Cognitive	4	39)
Ask questions	discussion	Tourist programs, the meaning of organized trips, how to prepare and organize trip programs, .pricing tourist programs	Cognitive	4	40)
Brainstorm	a lecture	International tourism .organizations	Cognitive	4	41)
Questions and discussion	a lecture	International aviation .organizations	Cognitive	4	42)
Case study	a lecture	Concepts and terminology used in tourism .companies and airlines	Cognitive, skills	4	43)
Brainstorm	discussion	Distribution policy followed .in organized trips	Cognitive, skills	4	44)
Questions and discussion	a lecture	Trip brochures issued by .tour operators	Cognitive, skills	4	45)
Computer applications	discussion	Electronic reservation system(CRS),global distribution system(GDS)Reservation and inquiry service, advantages and disadvantages of the .system	Cognitive, skills	4	46)
Questions and discussion	a lecture	Performance of electronic reservation systems, uses of electronic reservation systems, methods of collecting information from .suppliers electronically	Cognitive, skills	4	47)
Questions	Listen and	Methods of calculating	Cognitive,	4	48)

and discussion	ask questions	costs, profits, risks facing reservation systems, examples of electronic systems in electronic .reservation work	skills		
Questions and discussion	a lecture	An idea about the Amadeus system, the Air Transport Association (IATA), goals, tasks, membership, and three administrative divisions in .the world	Cognitive, skills	4	49)
Brainstorm and discuss	a lecture	International Air Transport Association symbol for airports, ICAO, examples of symbols used in airlines, aviation .terminology	Cognitive	4	50)
Questions and discussion	Lecture and discussion	Types of flights and their codes, flight ticket prices and categories, and methods of calculating the .permissible weight	Cognitive, skills And emotional	4	51)
Case study	Listen and ask questions	Sales policies for airline .tickets	Cognitive, skills And emotional	4	52)
Computer applications	discussion Listen and ask questions	Practical electronic reservation system for one .person	Cognitive, skills And emotional	4	53)
Computer applications	Listen and ask questions	Electronic reservation system (practical) for one .person	Cognitive, skills	4	54)
Computer applications	a lecture	Reservation system for a family consisting of a husband and wife with a .child (practical)	Cognitive, skills	4	55)
Case study	discussion Listen and ask questions	Reservation system for a family consisting of a husband and wife with a .child (practical)	Cognitive, skills	4	56)
Questions	a lecture	Reservation system for	Cognitive,	4	57)

and discussion		tour group(Tourist Group) . It consists of 15 person)	skills			
Applications on the reservation system	a lecture	Reservation system for tour group(Tourist Group)) .consists of 15 people	Cognitive, skills	4	58)	
Applications on the reservation system	discussion Listen ask questions	Pricing methods in practice and how to enter information related to the ticket price for the previous steps completing .the electronic reservation	Cognitive, skills	4	59)	
Applications on the reservation system	a lecture	General notes for the Amadeus system (practical)	Cognitive, skills	4	60)	

Description of the academic program

Course description

This academic program description provides a necessary summary of the most important characteristics of the program and the learning outcomes that the student is expected to achieve, demonstrating whether he has made the most of the available opportunities. It is accompanied by a description of each course within the program

Al-Furat Al-Awsat Technical University	1. Educational institution
Karbala Technical Institute / Department of Tourism Technologies	2. Scientific department/center
Professional conduct	3. Name of the academic or professional program
Technical diploma	4. Name of the final certificate
annual	5. :Academic system Annual/courses/others
AACSP	6. Accredited accreditation program
.Private sector, public sector	7. Other external influences
2023/1/9	8. Date the description was prepared
9. Objectives of the academic program	
1- The academic program aims to provide the student with scientific knowledgeUsing .professional behavior in tourism	

10. Required program outcomes and teaching, learning and evaluation methods

A- Cognitive goals

A1-Defining the student bBehavioral sciences: sociology, psychology, professional behavior in Iraqi tourism

.A2-Knowing the reasons that led to interest in professional behavior in tourism

.A3.Identify the types of professional behavior in tourism organizations

A4.Providing the student with in-depth information about perception, personality, and motivation in the principles of professional behavior

A5.Introducing the student to the influence of motives, trends, and personality on changing the behavior of Iraqi tourists

B - The program's skill objectives

B1- Enabling the student to criticize the negative behaviors of tourism in Iraq and identify their real causes

B2-Enhancing the student with the analytical approach in reading the behaviors that work to build the tourist's personality

B3 –Reading the developments that have occurred in professional behaviors in tourism institutions with a scientific and analytical vision

Teaching and learning methods

.Lecture - workshop - methodological training - summer training

Evaluation methods

1- Daily evaluation Oral exams 2- Written exams 3- Semester exams 4- Final exams 5-

.C- Emotional and value goals

1-Helping the student understand the past and building bridges to the present

C2-Draw inspiration from bright images in the history of professional behavior by identifying professional behaviors that occur in global tourism institutions

C3-Enabling the student to understand the role of individuals in changing their behavioral trends and perception of social phenomena through their ongoing work

Teaching and learning methods

.Lecture - workshop - laboratory - methodological summer training - summer training

Evaluation methods

Daily evaluation Oral exams 2- Written exams 3- Semester exams 4- Final exams 5- -1

D - Transferable general and qualifying skills (other skills related to employability and .(personal development
 D1-Graduating models of students who have the ability to complete their graduate .studies
 .D2-Enabling students to work in other institutions close to the tourism industry
 .D3Helping the student how to confront and solve negative behaviors

Teaching and learning methods

.summer training - methodological training laboratory - Lecture - workshop -

Evaluation methods

daily evaluation Oral exams - written exams - semester exams - final exams -

11. Program structure

		Name of the course or course		Academic stage
practical	theoretical			
2	1	Professional conduct		The first

12. Planning for personal development

The department develops its students' personal capabilities through the work of .graduation projects (tourist guidance and tourism institutions)

13. Admission standard (establishing regulations related to admission to the college or (institute

- 1- .Department development plans
- 2- .Student's desire
- 3- .Student GPA
- 4- .The type of branch from which the student graduated

14. The most important sources of information about the program

- 1- Scientific curricula determined by the specialized sectoral committees at the .university
- 2- Amendments proposed by subject teachers shall not exceed 20% of the prescribed curriculum and according to the requirements of the labor market and the accredited .scientific development currently taking place in the world

Course description form
:Course description

This course description provides a summary of the material Guidance the Tourist It is an introductory material and an important introduction to knowledge Counseling profession Tourism, which provides the student in the second stage/tourist guidance branch And hotels As much basic principles as necessary For guidance In general and

Karbala Technical Institute		Educational institution	
Tourism technologies		Scientific department/center	
TGSL2		Course name/code	
For tourism guidance		Available attendance forms	
Annual/second		Semester/year	
study hours 150		Number of study hours/total	
2023/1/9		The date this description was prepared	
General: Introducing the student to the importance of .tourism guidance related to the general tourism aspect Special: Introducing the role of the tour guide in tourist trips		Course objectives	
Identifying the most important basic principles in the tourism guiding profession .and the most important guiding methods Identifying the theoretical and conceptual frameworks of tourism guidance, its types, and the main systems that organize its .work Identify the types of guidance and the .bodies working on it .Learn about guidance throughout history Identify the most important types of guides .in the tourism field	أ- Cognitive goals	Course outcomes Learning and evaluation methods	
Conducting scientific field trips to learn about the most important tourist sites and .the role of the guide in them Writing various reports, research and scientific papers in the field of tourism .guidance	ب- Skill goals		
1. .Scientific lecture 2. .Discussion among students 3. .Tourist trips 4. .Field reports 5. .Lecture reports	Teaching and learning methods		

.Daily exams .Ask some questions .Giving homework	Evaluation methods		
The benefit of scientific material in .understanding the course of events .Capacity for emergency updates Ability to manage and provide field .guidance Developing the student's abilities to analyze social variables to learn about different .skills and solve problems The ability to deeply and accurately understand the most important concepts	C- Emotional and value- based goals		
Lectures, explanations, exercises, classroom and extracurricular exercises, field application, scientific trips	Teaching and learning methods		
Direct questions, daily and monthly exams, discussion, additional activities, and .quarterly exams	Evaluation methods		

Course structure

Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week
Questions and answers	a lecture	Introduction to general concepts (introduction, the concept of guidance and tourist guidance	Cognitive	5	1)
Questions and answers	a lecture	Objectives, importance, elements of tourist guidance	Cognitive	5	2)
Case study	Listen and ask questions	Types of tourist guidance	Cognitive	5	3)
Brainstorm	a lecture	Guidance characteristics	Cognitive, emotional	5	4)
Mini totals	a lecture	Counseling skills (introduction)	Cognitive, skills	5	5)
Asking questions	a lecture	How the mentor introduces himself to the group	Cognitive, skills	5	6)
Questions and answers	Listen and ask questions	Arts of the counseling profession introduction, art of) using the microphone (on the bus	Cognitive, skills	5	7)
Mini totals	Listen and ask questions	The art of using the microphone in the hall, the art of using the microphone on site	Cognitive	5	8)
Case study	discussion	Tourism legislation in Iraq	Cognitive	5	9)

		The first and second legislation			
Asking questions	Discussion, practical	The art of using and controlling sound, a practical application of the arts	Cognitive	5	10)
Mini totals	discussion	The ways in which the counseling process is carried out	Cognitive	5	11)
Questions and answers	a lecture	Direct method	Cognitive	5	12)
Case study	Dialogue and discussion	Indirect method	Cognitive, skills	5	13)
Brainstorm	a lecture	Historical development guidance	,cognitive	5	14)
Asking questions and discussing	a lecture	Tour guide, guide concept	Cognitive, skills	5	15)
Questions and answers	a lecture	Types of fence guides	Cognitive, skills	5	16)
Mini totals	discussion	Basic principles of a tourist guide	Cognitive, skills	5	17)
Asking questions and discussing	Listen and ask questions	Personal qualities of the guide	Cognitive, skills	5	18)
Brainstorm	discussion	Tour guide duties	Cognitive, skills	5	19)
Asking questions	a lecture	The role of the mentor	Cognitive	5	20)
Questions and answers	Lecture and criticism	General characteristics of the guide	Cognitive, skills And emotional	5	21)
Case study	Listen and ask questions	Duties of a tour guide (Introduction)	Cognitive, skills And emotional	5	22)
Asking questions and discussing	discussion Listen and ask questions	Duties of the tour guide before the group arrives	Cognitive, skills And emotional	5	23)
Asking questions	Listen and ask questions	Duties of the tour guide upon the first meeting	Cognitive, skills And emotional	5	24)
Mini totals	a lecture	Duties of the tour guide when the program begins	Cognitive	5	25)

Case study	discussion Listen and ask questions	Tour guide duties upon completion of the program	Cognitive	5	26)
Asking questions	a lecture	Guidance during tourist trips and roaming trips	Cognitive	5	27)
Brainstorm	a lecture	Excursions in nature reserves and natural sites	Cognitive, skills And emotional	5	28)
Asking questions	discussion Listen and ask questions	Student trips, how to deal with the driver	Cognitive, skills	5	29)
Mini totals	a lecture	Field reports (tourist .trips	Cognitive, skills	4	30)

12. Infrastructure	
	Required prescribed -1 books
<ul style="list-style-type: none"> • D. Hammad Al-Ta'i: Principles of Guidance, 1st edition, Dar Al-Kut, Egypt, 2013 AD. • D. Al-Sabak: Guidance and Tourist Guidance, 1st edition, Dar Al-Nahda Al-Arabiya for Publishing and Distribution, Egypt, 1995 AD. • Muthanna Taha: Tourist Guidance, 1st edition, Dar Al-Helm, Iraq, 2016 AD. • D. Muhammad Mahmoud Hassan: Introduction to the Study of Tourism Sciences, 1st edition, Dar Al-Fikr Al-Jami'i, Beirut, 2008 AD. • Nabil Abdel Rahman Hayawi: Tourism Industry, 1st edition, Al-Atak Book Industry, Lebanon, 2016 AD. 	Main references -2 (sources)
<ul style="list-style-type: none"> • Tourism legislation: Dr. Muftah Khalifa, 1st edition, University Press House, Alexandria, 2012 AD. • Commitment to safety for guests of hotels and tourist villages, Dr. Rasha Mustafa, 1st edition, University Press House, Alexandria, 2007 AD. 	Recommended -3 books and references scientific journals,) (...reports
<ul style="list-style-type: none"> • /https://www.moj.gov.iq/iraqmag • http://iraqld.hjc.iq:8080/free_search.aspx • https://manshurat.org/node/218 • https://www.slideshare.net/hanyatef/ss-78575106 	Electronic -4 references, Internet ...sites
13. Course development plan	

1. Providing academic support capabilities in organizing trips to learn about .the legal structure of tourism institutions
2. Providing an appropriate classroom environment that enables the teacher .to diversify teaching strategies
3. .Providing information technology in the campus library
4. Hosting experts from outside the institute or from the work environment for which they are preparing to benefit from their expertise in developing .the course according to the actual need of the labor market

Course description form

:Course description

This course description provides a brief summary of They are the characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made the most of the available learning opportunities,

Al-Furat Al-Awsat Technical University / Technical Institute - Karbala	Educational institution	25.
Tourism Technologies/Tourist Guidance Branch	Scientific department/center	26.
Calculator applications	Course name/code	27.
Optional / for material applications calculator	Available attendance forms	28.
The first	Semester/year	29.
study hours 90	Number of study hours/total	30.
2023/9/1	Date this description was prepared	31.
General objective: To familiarize the student with the technical aspects of how to use computers in the .tourist office Specific goal: Enabling the student to master the skills of working on a calculator and using its ready-made applications in tourist offices and tourism companies .using the principles of the Internet in the tourism field	Course objectives	32.
Identifying the technical aspects of - how to use computers in the tourist .office Identify computer components, - .computer hardware and software Identifying the most used programs in - .tourism companies	ت- Cognitive objectives	Course outcomes Learning and evaluation methods 33.

Empowering the - student with the skills of working on a calculator and using its ready- made applications in tourist offices and tourism companies using the principles of the Internet in the tourism field Enabling students to - organize planned tourist trips via the Internet	ت- Skill objectives		3
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inside and outside the .country Identifying the most - commonly used programs, such as Office programs used in . .tourism companies						
.Scientific lectures - Discussions - .between students Visits to companies - .and tourism offices Applications on - .computers Practical videos - .related to lectures	Teaching and learning methods					
.Theoretical exams - .Practical exams - .Ask some questions - .Giving homework - .Brainstorming -	Evaluation methods					
Obtaining creative - skills from practical applications on the .computer Ability to use a - .computer and websites Developing the - student's abilities through practical application	C- Emotional and value goals					
Lectures, - explanations, exercises, practical exercises on the computer, field application, scientific .trips	Teaching and learning methods					
Direct questions, daily - and monthly exams, discussion, additional activities, and quarterly .exams	Evaluation methods					
Course structure						3
Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week	3
Questions and	a lecture	Computer components	Cognitive	3	61)	

answers					
Asking questions	a lecture	Computer hardware and software components, types of computers, computer .components	Cognitive	3	62)
Asking questions	a lecture	Windows window, operating .system, desktop components	Cognitive	3	63)
Learn the skill	application	Practical application of the previous lecture on .computers	,cognitive Marathi	3	64)
Brainstorm	a lecture	Manipulating windows, minimizing and maximizing the window	Cognitive, skills	3	65)
Learn the skill	application	Practical application of the previous lecture on .computers	Cognitive, skills	3	66)
Questions and answers	Listen and ask questions	Folders and files, identifying the most important components of Windows, including the Recycle Bin, the .computer, and others	Cognitive, skills	3	67)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive And Marathi	3	68)
Questions and answers	Listen and ask questions	Accessory programs Notepad, Paint, creating) graphics	Cognitive	3	69)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive And Marathi	3	70)
Brainstorm	a lecture	Screen components	Cognitive	3	71)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive And Marathi	3	72)
Questions and discussion	a lecture	Computer ethics, installing .virus processors	Cognitive And Marathi	3	73)
Brainstorm	a lecture And discuss	Computer security and .software licensing	Cognitive, skills	3	74)
Questions and discussion	a lecture	Word processor (Word), running the program, program features	Cognitive, skills	3	75)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	76)
Questions and discussion	a lecture	Change the language, program interface, create a document, write text, save text	Cognitive, skills	3	77)
Learn the	application	Practical application of the	Cognitive,	3	78)

skill		.previous theoretical lecture	skills		
Questions and discussion	a lecture	File tab, home page, references, and tool groups for the tab	Cognitive, skills	3	79)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	80)
Questions and discussion	Lecture and discussion	Inserts tab and tool groups for the tab	Cognitive, skills	3	81)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	82)
Questions and discussion	discussion Listen and ask questions	Page layout tab, references, and tool groups for the tab	Cognitive, skills	3	83)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	84)
Questions and discussion	a lecture	Review tab, correspondence, and tool groups for the tab	Cognitive, skills	3	85)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	86)
Questions and discussion	a lecture	The Internet, the concept of networks and their types, the concept of the Internet, and its operation	Cognitive, skills	3	87)
Questions and discussion	a lecture	Description of the main screen and its components, how to connect to the global network	Cognitive, skills	3	88)
Questions and discussion	discussion Listen ask questions	Utilize search engines to search for and access information	Cognitive, skills	3	89)
Learn the skill	application	Practical application of .previous theoretical lectures	Cognitive, skills	3	90)

Course description form
:Course description

This course description provides a brief summary of AThey are the characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made the most of the available learning opportunities,

Al-Furat Al-Awsat Technical University / Technical Institute - Karbala	Educational institution	37.
Tourism Technologies/Tourist Guidance Branch	Scientific department/center	38.
Calculator applications	Course name/code	39.
Optional / for material applications calculator	Available attendance forms	40.
Second	Semester/year	41.
study hours 90	Number of study hours/total	42.
2023/9/1	Date this description was prepared	43.
General objective: To familiarize the student with the technical aspects of how to use computers in the .tourist office Specific goal: Enabling the student to master the skills of working on a calculator and using its ready-made applications in tourist offices and tourism companies .using the principles of the Internet in the tourism field	Course objectives	44.
Identifying the technical aspects of - how to use computers in the tourist .office Identify computer components, - .computer hardware and software Identifying the most used programs in - .tourism companies	ح- Cognitive objectives	Course outcomes Learning and evaluation methods 45.

Empowering the - student with the skills of working on a calculator and using its ready- tourist offices and tourism companies using the principles of the Internet in the tourism field Enabling students to - organize planned tourist trips via the	ح- Skill objectives		4
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Internet inside and .outside the country Identifying the most - commonly used programs, such as Office programs used in . .tourism companies					
.Scientific lectures - Discussions - .between students Visits to companies - .and tourism offices Applications on - .computers Practical videos - .related to lectures	Teaching and learning methods				
.Theoretical exams - .Practical exams - .Ask some questions - .Giving homework - .Brainstorming -	Evaluation methods				
Obtaining creative - skills from practical applications on the .computer Ability to use a - Developing the - student's abilities through practical application	C- Emotional and value goals				
Lectures, - explanations, exercises, practical computer, field application, scientific .trips	Teaching and learning methods				
Direct questions, daily - and monthly exams, discussion, additional activities, and quarterly .exams	Evaluation methods				

Course structure						4
Evaluation method	Learning method	Unit name	Required learning outcomes	Watches	week	4
Questions	a lecture	Internet and e-mail	Cognitive	3	91)	

and answers					
Asking questions	a lecture	How to create an email	Cognitive	3	92)
Asking questions	a lecture	How does email work	Cognitive	3	93)
Asking questions	a lecture	Email addresses	,cognitive Marathi	3	94)
Brainstorm	a lecture	Advantages of email	Cognitive, skills	3	95)
Learn the skill	application	Practical application of previous lectures on .computers	Cognitive, skills	3	96)
Questions and answers	Listen and ask questions	PowerPoint presentations, the program interface, and tabs within the program	Cognitive, skills	3	97)
Questions and answers	Listen and ask questions	How to add a slide, delete a slide, and repeat a slide	Cognitive And Marathi	3	98)
Learn the skill	application	Practical application of previous lectures on .computers	Cognitive And Marathi	3	99)
Questions and discussion	a lecture	Excel 2010, introduction to the program, program interface, file tab	Cognitive And Marathi	3	100)
Learn the skill	application	Practical application of previous lectures on .computers	Cognitive And Marathi	3	101)
Questions and discussion	a lecture	Home tab and tool groups for the tab	Cognitive And Marathi	3	102)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive And Marathi	3	103)
Questions and discussion	a lecture	Inserts tab and tool groups for the tab	Cognitive, skills	3	104)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	105)
Questions and discussion	a lecture	Page layout tab and tool groups for the tab	Cognitive, skills	3	106)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	107)
Questions and discussion	a lecture	The Formulas and Sets tab of the tools for the tab	Cognitive, skills	3	108)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	109)
Questions and	Lecture and	Data tab and tool groups for the tab	Cognitive, skills	3	110)

discussion	discussion				
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	111)
Questions and discussion	discussion Listen and ask questions	Tab, review, and group tools for tabulation	Cognitive, skills	3	112)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	113)
Questions and discussion	a lecture	Display tab and tool groups for the tab	Cognitive, skills	3	114)
Learn the skill	application	Practical application of the .previous theoretical lecture	Cognitive, skills	3	115)
Questions and discussion	a lecture	Projects by specialization	Cognitive, skills	3	116)
Questions and discussion	a lecture	Projects by specialization	Cognitive, skills	3	117)
Questions and discussion	a lecture	Projects by specialization	Cognitive, skills	3	118)
Questions and discussion	discussion Listen ask questions	Projects by specialization	Cognitive, skills	3	119)
Questions and discussion	a lecture	Projects by specialization	Cognitive, skills	3	120)

Course description form

Course description

This course description provides a summary of the most important characteristics of the course and the learning outcomes that the student is expected to achieve, demonstrating whether he or she has made the most of the learning opportunities available. It must be .linked to the program description

10. Course outcomes and teaching, learning and evaluation methods

A-Cognitive objectives Knowledge

This course makes the student able to understand the nature of public relations, the overlap between its work and the work of other departments and divisions, and the importance of public relations in improving the image of the administrative apparatus.

B- Scientific skills Cognitive Skills

The student's ability to conduct specialized research and studies in the field of public relations. Knowledge of the methods used in collecting data and information related to this, as well as knowledge of the use of different methods of communication, and knowledge of the methods used in evaluating public relations activities

C- Personal skills and taking responsibility

The student's ability to acquire the personal skills that qualify him to work in the field of public relations, and to act responsibly and ethically if assuming a public relations career

Teaching and learning methods

The direct method is through lectures

Self-method by solving exercises (homework)

Evaluation methods

1- Daily exam

2- Semester exam

C- Emotional and value goals

C1- Adopting the principles of design and calculation and their relationship to other sciences

C2- Identifying vocabulary available to the student that helps him acquire the skill and ability to choose what fulfills his purpose

D - Transferable general and qualifying skills (other skills related to employability and personal development)

D1- Improving their intellectual skills

D2- Raising their conceptual perceptions and moving the student from the teaching stage to learning

Karbala Technical Institute

1. Educational institution

Tourism technologies	2. Scientific department/center
Public relations	3. Course name/code
direct	4. Available attendance forms
Annual/first	5. Semester/year
90	6. Number of study hours (total)
2023/1/9	7. Date this description was prepared
<p>8. Course objectives: The course aims to introduce students to public relations, its objectives, operations, roles and functions</p> <p>The course aims to explain the methods of managing and organizing work and -2</p> <p>.research in public relations management</p> <p>The course aims to explain the basic elements and modern methods of public -3</p> <p>.relations</p> <p>The course aims to clarify means of communication and evaluate public relations plans -4</p> <p>•</p>	

Theoretical and practical vocabulary

Vocabulary	week	T
Public relations: development, concept	the first	1
Definition of public relations and its relationship with the organization	the second	2
Objectives and functions of public relations	the third	3
Organization of public relations and its place in the organizational structure	Fourth and fifth	4
Scope of public relations work	Sixth	5
The organization's audiences	Seventh	6
The concept of effort - types of audiences	Eighth	7
Public opinion: its types and measurement	Ninth	8
Public relations planning	tenth	9
Public relations and communication	eleventh	10
Relationship with workers: Personal contacts with employees	twelfth	11
Relationship with distributors: personal contacts with employees	thirteenth	12
Relationship with shareholders: personal contacts with employees	fourteenth	13
Consumer public relations programs	fifteenth	14
Public relations programs with suppliers	sixteenth	15
Public relations programs in the local community	seventeenth	16
Public relations programs in current institutions	The eighteenth and nineteenth	17
Public relations in educational and pedagogical institutions	Twenty and twenty-first	18
Public relations in internal security institutions	XXII	19
Public relations in health institutions	XXIII	20
Public relations in diplomatic bodies	24th	21
Public relations in tourism institutions	Twenty-fifth and twenty-sixth	22
Public relations in judicial institutions	27th	23
Evaluating public relations work - methods of evaluating public relations - methods of evaluating public relations	Twenty-eighth to thirty-eighth	24

Course structure -11

12-Infrastructure	
decided systematic	Required prescribed books -1
<ul style="list-style-type: none"> Public relations and communications - Dr. Muhammad Sahib Sultan, second edition, AD-1436 AH 2015 Public Relations Management Strategic Introduction Prof. Dr. Rasim Mohammed Al-Jamal Dr. Khairat Moawad Ayad - first edition 2005 	Main references (sources) -2
The effectiveness of public relations activities in improving the performance of educational institutions Al-Ali Al-Ahly Al-Faki, Muhammad Othman Omar, Al-Desouki, Sheikh Hassan Al-Asam -2019	Recommended books and references (scientific journals, (...),reports Modern
Using websites to develop public relations communication activities Al-Amin, Suleiman Hammad Jaber, The Secret of the Seal, Othman Al-Amin Ahmed -2019	B - Electronic references, Internet sites

13-Course development plan	
<ul style="list-style-type: none"> - He suggested updating the curriculum by introducing the subject of communication and delving into its forms in serving public relations programs within the tourism .institution - I suggest giving a strategic view of the importance of public relations and providing students with skills in thinking and designing programs that help strengthen the .institution's reputation in the long term 	