

**College of Administration and Economics, Al-Iraqia University**

كلية الإدارة والاقتصاد- الجامعة العراقية



**First Cycle – Bachelor’s Degree, Department of  
Business Administration**

College of Administration and Economics

بكالوريوس في ادارة الاعمال ( الدورة الاولى)- كلية الادارة والاقتصاد-  
الجامعة العراقية



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### 1. **Mission & Vision Statement**

#### *Vision Statement*

The Business Administration program is committed to providing high-quality education that develops future business leaders, entrepreneurs, and professionals equipped with the knowledge, skills, and ethical values necessary to thrive in a dynamic global environment. Through a balanced approach of theoretical learning, practical applications, and research-driven insights, the program fosters critical thinking, innovation, leadership, and social responsibility. Graduates are prepared to contribute effectively to businesses, industries, and communities by driving growth, sustainability, and digital transformation.

#### *Mission Statement*

To be a leading business administration program recognized for academic excellence, innovation, and industry relevance, empowering graduates to become influential leaders and change-makers in the global business landscape. The program aspires to foster a culture of continuous learning, ethical leadership, and technological advancement, shaping professionals who drive economic and social progress.

## 2. Program Specification

<b>Program code:</b>	CAE	<b>ECTS</b>	240
<b>Duration:</b>	4 levels, 8 Semesters	<b>Method of Attendance:</b>	Full Time

The Business Administration program is designed to provide students with the skills to improve themselves by preparing them for a career in the corporate and entrepreneurial sectors. Students will learn how to manage and support the operations and strategic initiatives of an organization. The curriculum consists of an integrated set of courses that builds a solid theoretical foundation for the students. Once the foundation is established, the program develops domain-specific skills in fields such as business administration basics, statistics, financial management, marketing strategies, human resource management, organizational behavior, and operations management. In its entirety, the program aims to prepare students for careers in companies where they will be involved in decision-making, strategic planning, and business operations. Moreover, students will be provided with knowledge of digital business transformation and information systems sufficient for the design and management of business processes.

Level 1 builds a solid foundation for students in mathematics, statistics, and business fundamentals, suitable for progression to all program modules. Program-specific core topics are covered at Level 2, preparing for application-specific modules at Levels 3 and 4.

At Levels 2, 3, and 4, business students cover topics such as business analytics, strategic management, financial analysis, supply chain management, and business ethics. Students acquire skills in data-driven decision-making, leadership, communication, and problem-solving, in addition to understanding economic and market trends. Eventually, business administration graduates will gain knowledge, skills, and competencies that are industry-oriented and market-driven.

The research ethos is developed and fostered from the start via practical applications, which are either embedded in lecture modules or taught in dedicated practical modules, research seminars, and tutorials. There is a compulsory field course in Level 1, which students must pass in order to progress into Level 2, and optional field courses in Levels 2, 3, and 4. At Level 4, all students carry out an independent research project.

### **3. Program Goal**

The Business Administration program equips students with the knowledge, skills, and competencies necessary for success in a rapidly evolving business environment. Through a balanced blend of theoretical concepts and practical applications, the program fosters analytical thinking, leadership, strategic decision-making, and ethical responsibility. Students develop a comprehensive understanding of key business functions, including management, marketing, finance, accounting, operations, and organizational behavior. The curriculum enhances problem-solving abilities, digital literacy, and data-driven decision-making, preparing graduates to navigate complex business challenges. The program promotes leadership, teamwork, and communication skills essential for effective collaboration and management. It encourages an entrepreneurial mindset, innovation, and adaptability to emerging technologies and market trends. A strong emphasis on corporate social responsibility and sustainability ensures graduates contribute positively to society while upholding professional integrity. With a global perspective, the program prepares students for international business opportunities by fostering cross-cultural awareness and an understanding of global markets. Graduates are equipped to excel in diverse career paths, including business management, consulting, entrepreneurship, finance, and strategic planning.

#### **Student Learning Outcomes**

Graduates of the Business Administration program will be able to:

**Apply Business Knowledge** – Demonstrate a strong understanding of core business disciplines, including management, marketing, finance, accounting, and operations.

**Analyze and Solve Problems** – Use critical thinking, data analysis, and decision-making techniques to address complex business challenges.

**Demonstrate Leadership and Teamwork** – Exhibit leadership skills, collaborate effectively in teams, and manage organizational dynamics.

**Communicate Effectively** – Develop strong oral and written communication skills for professional business environments.

**Practice Ethical Decision-Making** – Apply ethical principles and corporate social responsibility in business decision-making.

**Utilize Technology and Digital Tools** – Leverage emerging technologies, business analytics, and digital platforms to enhance organizational performance.

**Develop Entrepreneurial and Strategic Thinking** – Identify business opportunities, formulate strategies, and drive innovation for sustainable

growth.

Understand Global Business Dynamics – Analyze international business environments, cultural differences, and economic trends to operate effectively in a global marketplace.

Adapt to Changing Business Environments – Demonstrate flexibility, resilience, and a continuous learning mindset to respond to evolving business landscapes.

Apply Financial and Managerial Decision-Making Skills – Utilize financial data, budgeting, and managerial concepts to support business growth and sustainability.

#### 4. Academic Staff

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## 5. Credits, Grading and GPA

### Credits

Middle Technical University is following the Bologna Process with the European Credit Transfer System (ECTS) credit system. The total degree program number of ECTS is 240, 30 ECTS per semester. 1 ECTS is equivalent to 30 hrs student workload, including structured and unstructured workload.

### Grading

Before the evaluation, the results are divided into two subgroups: pass and fail. Therefore, the results are independent of the students who failed a course. The grading system is defined as follows:

GRADING SCHEME				
مخطط الدرجات				
Group	Grade	التقدير	Marks (%)	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
Note:				
Number Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.				

### Calculation of the Cumulative Grade Point Average (CGPA)

- The CGPA is calculated by the summation of each module score multiplied by its ECTS, all are divided by the program total ECTS.

CGPA of a 4-year B.Sc. degree:

$$CGPA = [ (1st^{th} \text{ module score} \times ECTS) + (2nd^{th} \text{ module score} \times ECTS) + \dots ] / 240$$

## 6. Curriculum/Modules

### Semester 1 | 30 ECTS credits | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA1101	Basic of business Administration	78	122	8	C	
2	BA1102	Principles of economics	63	87	6	B	
3	BA1103	Basic of Accounting	63	87	6	B	
4	BA1104	Mathematics for Business	63	87	6	B	
5	ENLA102	English language	33	17	2	B	
6	ARLA101	Arabic language	33	17	2	B	

### Semester 2 | 30 ECTS | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA1201	Principles of business Administration	78	122	8	C	
2	BA1202	Statistecs for Business	63	87	6	B	
3	BA1203	Principles of Accounting	63	87	6	B	
4	BA1204	English Reading in Business	48	77	5	B	
5	UN125	Fundamentals of Computer Science	48	27	3	B	
6	UN126	Human Right & Democracy	33	17	2	B	

### Semester 3 | 30 ECTS | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA2101	Marketing Management	63	87	6.00	C	
2	BA2102	Organizational Theory	63	87	6.00	C	
3	BA2103	Human Resource Management	48	102	6.00	C	
4	BA2104	Intermediate Accounting	48	52	4.00	B	
5	BA2105	Commercial Law	48	27	3.00	B	
6	UNI-2106	Computer	48	27	3.00	S	
7	UNI-2107	Ba'ath Party Crimes	33	17	2.00	S	

### Semester 4 | 30 ECTS | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA2201	Digital Marketing	63	87	6.00	C	
2	BA2202	Contemporary Human Resource Management	48	102	6.00	C	
3	BA2203	Organizational Behavior	63	87	6.00	C	
4	BA2204	Operations Research by QSB	48	77	5.00	B	
5	BA2205	Logistics Management	48	27	3.00	B	
6	UNI-2206	Arabic	33	17	2.00	S	
7	UNI-2207	English	33	17	2.00	S	

### Semester 5 | 30 ECTS | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA3101	Basics of Financial Management	63	87	6.00	C	
2	BA3102	Strategic Planning	63	62	5.00	C	
3	BA3103	Bank Management	63	62	5.00	C	
4	BA3104	Project Management	63	62	5.00	C	
5	BA3105	Digital Business Management	48	52	5.00	C	
6	BA3106	Quantitative Methods and SPSS	63	37	4.00	B	

### Semester 6 | 30 ECTS | 1 ECTS = 25 hrs

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA3201	Advanced Financial Management	63	87	6.00	C	
2	BA3202	Strategic Management	63	87	6.00	C	
3	BA3203	Leadership Skills	63	87	6.00	C	
4	BA3204	Crisis Management	48	77	5.00	C	
5	BA3205	Cost Accounting	63	62	5.00	C	
6	BA3206	Research Methods and Ethics	33	17	2.00	B	

**Semester 7 | 30 ECTS | 1 ECTS = 25 hrs**

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA4101	Production Management	63	87	6.00	C	
2	BA4102	Investment Portfolio Management	63	87	6.00	C	
3	BA4103	Risk Management and Insurance	63	62	5.00	C	
4	BA4104	Entrepreneurship	63	62	5.00	C	
5	BA4105	Corporate Sustainability	48	52	4.00	C	
6	BA4106	Business Ethics and Social Responsibility	48	52	4.00	B	
7							

**Semester 8 | 30 ECTS | 1 ECTS = 25 hrs**

No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
			hr/sem	hr/sem			
1	BA4201	Operations Management	78	97	7.00	C	
2	BA4202	Quality Management	63	112	7.00	C	
3	BA4203	Knowledge Management	63	87	6.00	C	
4	BA4204	Negotiation Management	63	62	5.00	C	
5	BA4205	Management Accounting	63	62	5.00	B	
6	BA4201	Operations Management	78	97	7.00	C	

**Elective Subjects:**

Semester	No.	Module Code	Module Name in English	SSWL	USSWL	ECTS	Module Type	Prerequisite Module(s) Code
				hr/sem	hr/sem			