

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Principles of Business Administration		Module Delivery
Module Type	Core		☒ Theory ☐ Lecture ☐ Lab ☒ Tutorial ☐ Practical ☐ Seminar
Module Code	BA1201		
ECTS Credits	8		
SWL (hr/sem)	200		
Module Level	1	Semester of Delivery	
Administering Department	Business Administration	College	SAUC
Module Leader	Zain Alabidin Jassim Mohammed	e-mail	alsalimzein@sa-uc.edu.iq
Module Leader's Acad. Title	Lecturer Dr.	Module Leader's Qualification	Ph.D.
Module Tutor	Zain Alabidin Jassim Mohammed	e-mail	alsalimzein@sa-uc.edu.iq
Peer Reviewer Name	Lecturer Dr. Rafid Abduljalil Majeed	e-mail	rafid.abduljalil@sa-uc.edu.iq
Scientific Committee Approval Date	1/9/2025	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents

أهداف المادة الدراسية ونتائج التعلم والمحتويات الإرشادية

Module Objectives أهداف المادة الدراسية	1. Providing the student with the most important principles and basics of business administration. 2. Provide the student with how to apply management functions
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	1. Understand the basic theories and concepts in management, such as: classical and modern management theories, organizational behavior, leadership, decision-making. And know the foundations of planning, organizing, leadership and control. And understand the economic, social and legal environment in which organizations operate. 2. One of the learning outcomes of the basic principles of organization and communication in the Department of Business Administration is to provide students with a deep understanding of the theoretical and practical foundations of organization and communication in institutions. This course aims to develop students' skills in analysis, evaluation and critical thinking, and enable them to apply theoretical knowledge to practical situations in the work environment. 3. One of the learning outcomes is to provide students with the skills and knowledge necessary to assume leadership roles in organizations. This lecture focuses on developing the ability to influence others, motivate them, make difficult decisions, manage teams, and build strong working relationships. 4. One of the learning outcomes (motivation and motivation) is one of the basic topics in business administration programs, as it aims to provide students with the knowledge and skills necessary to understand and encourage motivation among individuals and groups in the work environment. It focuses on studying the factors that affect employee motivation, and how to design effective incentives to increase productivity and achieve the organization's goals. 5. Learning Outcomes Control Providing students with the knowledge and skills necessary to apply the principles of control in different organizations. Determine the standards and objectives against which performance should be measured. Choose appropriate control tools (financial control, quality control, administrative control). Evaluate actual performance against objectives. Take necessary corrective actions. 6. Learning Outcomes The subject of Business Organizations Functions (Production and Operations Management) provides students with the skills and knowledge necessary to understand how to transform inputs (resources) into outputs (products or services) effectively and efficiently. This subject covers a wide range of topics, from product design and manufacturing processes to supply chain management. 7. Outcomes of the eighth week (Marketing Management) is one of the basic subjects in business administration programs, as it aims to provide students with the skills and knowledge necessary to understand consumer behavior, develop effective marketing strategies, and achieve the organization's goals. 8. Learning Outcomes for Human Resources Management in Principles of Business Administration Providing students with the knowledge and skills necessary to manage human resources effectively. Define human resources management and its importance in organizations. Explain the role of human resources management in achieving the organization's goals. Analyze the legal and social environment that affects human resources management. 9. Financial management is one of the most important management functions, as it is concerned with planning, organizing and evaluating the organization's financial

	resources. The purpose of financial management in the Department of Business Administration is to provide students with the knowledge and skills necessary to make sound financial decisions and manage money efficiently. 10. One of the most important learning outcomes for the subject of research and development, as it is considered one of the basic subjects in business administration programs, as it aims to provide students with the skills and knowledge necessary to develop new products and services, improve existing operations, and thus achieve a competitive advantage for the organization. 11. One of the most important learning outcomes for the subject of innovation management and organizational change, which is considered one of the vital areas in the contemporary business world, as organizations constantly seek to adapt to rapid changes and innovation to remain competitive. To provide students with the skills and knowledge necessary to lead and manage change and innovation in organizations. 12. One of the most important learning outcomes for performance evaluation and quality management, providing students with the skills and knowledge necessary to measure the performance of individuals and organizational units, and improve the quality of products and services. And explain the importance of performance evaluation and quality management in organizations. And analyze the relationship between performance evaluation and quality management. And understand the different quality standards. 13. One of the most important outcomes of (quantitative planning tools) is converting data and information into numbers and facts that can be measured and analyzed, which helps in making more accurate and effective decisions. Explain the types of quantitative tools used in planning (regression analysis, sensor analysis, simulation, etc.). And understand the relationship between quantitative planning and strategic planning. 14. One of the most important learning outcomes of strategic management is the process of making long-term decisions that determine the general direction of the organization. Providing students with the skills and knowledge necessary to develop, formulate and implement strategies that help organizations achieve their goals and achieve a sustainable competitive advantage.
Indicative Contents المحتويات الإرشادية	<u>The instructional content includes the following.</u> Administrative Organization [SSWL=5 hrs] Basic Principles of Organization and Communication [SSWL=5 hrs] Leadership and Direction [SSWL=5 hrs] Motivation and Incentive [SSWL=5 hrs] Administrative Control [SSWL=5 hrs] Functions of Business Organizations (Production and Operations Management) [SSWL=5 hrs] Marketing Management [SSWL=5 hrs] Human Resources Management [SSWL=5 hrs] Financial Management [SSWL=5 hrs] Research and Development [SSWL=5 hrs] Management of Innovation and Organizational Change [SSWL=5 hrs] Performance Evaluation and Quality Management [SSWL=5 hrs] Quantitative Planning Tools [SSWL=5 hrs] Strategic Management [SSWL=5 hrs] Total Hours = 78 = SSWL - (Test Hours) = 78 - 3 = 75 Hours (Schedule Hours x 15 Weeks)

Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	1. Use lectures prepared in advance by the teacher. 2. Use modern projectors. 3. Homework. 4. The method of reports and studies. 5. Dividing students into groups for discussion. 6. Holding lectures on the Internet on classroom programs, FCC)
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Student Workload (SWL)

الحمل الدراسي للطلاب محسوب لـ ١٥ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	78	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	4
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	122	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	200		

Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	1	10% (10)	9	LO #1, #3 -#8
	Assignments	1	10% (10)	continuous	All
	Seminars	1	10% (10)	continuous	All
	Report	1	10% (10)	11	LO #5, #8 ,#10
Summative assessment	Midterm Exam	2hr	10% (10)	7	LO #1 - #6
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus) المنهاج الاسبوعي النظري	
	Material Covered
Week 1	Administrative regulation
Week 2	Basic principles of organization and communication
Week 3	leadership and direction
Week 4	Incentive and motivation
Week 5	Administrative control
Week 6	Business organizations jobs (production and operations management)
Week 7	Midterm Exam
Week 8	Marketing management
Week 9	Human Resource Management
Week 10	financial management
Week 11	research and development
Week 12	Managing creativity and organizational change
Week 13	Performance appraisal and quality management
Week 14	Quantitative Planning Tools
Week 15	Strategic management

Delivery Plan (Weekly Lab. Syllabus) المنهاج الاسبوعي للمختبر	
	Material Covered
Week 1	-
Week 2	-
Week 3	-
Week 4	-
Week 5	-
Week 6	-
Week 7	-

Learning and Teaching Resources مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	1- Management and Business / Dr. Saleh Mahdi Al-Ameri and Dr. Taher Mohsen Al-Mansouri 2- Principles of management with a focus on business administration / Dr. Muhammad Khalil Al-Shamma	Yes
Recommended Texts	Scientific journals and reports concerned with business administration Business websites	Yes
Websites		

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: Decimal points above or below 0.5 will be rounded to the full mark above or below (for example, a score of 54.5 will be rounded to 55, while a score of 54.4 will be rounded to 54. The university has a zero-tolerance policy of "near-success failures", so the only modification to the marks awarded by the original correctors will be the automatic rounding shown above.				



Assistant Lecturer

D.r Zain AlAbidean J. Mohammed



Head of Deptment

D.r Zain AlAbidean J. Mohammed