University of Maisan
جامعة ميسان

First Cycle – Bachelor's Degree (B.Sc.) - Business Administration

بكالوريوس – ادارة اعمال



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1. Mission & Vision Statement

*Bologna Process Business Administration Department Mission**

The Bologna Process Business Administration Department aims to prepare distinguished graduates " in the fields of management by offering integrated and innovative educational programs that comply with international standards. We seek to provide students with the knowledge and skills necessary to meet the modern challenges of the global business environment, with an emphasis on scientific research, critical thinking, and social responsibility. We aspire to develop future leaders who are able .to make a positive impact on their communities"

*" **Vision Statement***

To be a pioneer in providing high-quality management education at the international level, enhancing the competitiveness of our graduates in the global labor market, and contributing to the development of a sustainable and innovative economic society."

Mission Statement

"The mission of the Department of Business Administration is to provide high-quality education that meets international academic and professional standards, aiming to develop students' capabilities through integrated study programs. We work to promote innovation, scientific research, and responsible leadership, with the aim of preparing graduates who possess the skills and knowledge necessary to face the challenges of the contemporary business environment, and to contribute effectively to economic and social development."

2. Program Specification

Programme code:	**BA**	**ECTS**	240
Duration:	4 levels, 8 Semesters	**Method of Attendance:**	Full Time

The Business Administration major is a wonderfully broad and well-equipped subject to offer. The Business Administration major is one of the most comprehensive and diverse majors, offering students a broad knowledge of management, economics, marketing, finance, human resources and more. The study of this major typically takes four years, divided into four stages (years), each of which includes a set of courses that prepare the student for a comprehensive understanding of the business world. Here is a detailed look at the four stages:.

Level 1 exposes students to the fundamentals of business administration and is suitable for progression to all programmes within the Management programme group. The core topics of the programme are covered at Level 2 to prepare for the research-led subject-specific modules at Levels 3 and 4. The undergraduate Business Administration graduate is thus trained to appreciate how research informs entry into the labour market.

At Levels 2, 3 and 4, students are free to choose more than half of their modules, provided they choose a combination of modules that reflect their knowledge of management disciplines from marketing and intellectual knowledge to human resources and organisations, to ensure the breadth of knowledge expected of a graduate with a Business Administration degree. This allows students to develop their broad interests in advanced management sciences. Decisions about what to study are made with input from specific tutors.

The spirit of research is developed and reinforced from the outset through practical training, which is either integrated into lecture modules or taught in dedicated practical modules, research seminars and tutorials. There is a compulsory field course at Level 1, which students must complete to progress to Level 2, and optional field courses at Levels 2, 3 and 4. At Level 4, all students undertake an

independent research project, which may be a library or data analysis project worth xx credits, or a field or laboratory project worth xx credits.

Academic tutoring at Levels 1 and 2 is held with the same tutor, who also acts as a personal tutor, providing continuity and progressive guidance. Tutoring at Levels 1 and 2 includes a number of workshops to teach skills, such as library use and presentation skills, followed by assessment exercises, such as essays and talks, as opportunities to practice these skills in the context of a specific topic.

International years and industrial training are also offered and individual needs are discussed with the appropriate teacher and met where possible.

Advantages of the Bologna Process

• Flexibility: The system offers flexibility in moving between European universities.

• Academic accreditation: The degrees are recognized in all European countries.

• Orientation towards practical skills: It includes practical training and projects, which enhances employment opportunities after graduation.

At the end of the first stage of the Bologna Process, the student obtains a Bachelor's degree in Business Administration, which qualifies him to enter the labor market or continue his studies at a Master's.

2. Program Objectives

The objectives of the Business Administration program include:

1. Developing management knowledge: Providing students with a comprehensive understanding of the basic concepts and theories in management fields, such as planning, organizing, directing, and controlling.

2. Developing leadership skills: Enhancing students' ability to lead, make strategic decisions, and manage work teams effectively in diverse work environments.

3. Financial data analysis: Teaching students how to analyze financial and accounting data to make informed business decisions and evaluate the financial performance of institutions.

4. Understanding the economic environment: Providing students with a deep understanding of the economic and social factors that affect businesses, and how to adapt to them in managing institutions.

5. Enhancing marketing skills: Preparing students to develop and implement effective marketing strategies, enabling them to understand consumer behavior and the target market.

6. Encouraging innovation and entrepreneurship: Stimulating creative and innovative thinking among students, and providing them with the skills necessary to establish and manage small and medium enterprises.

7. Application of Theories in Practice: Enabling students to apply the management concepts they have learned in real work environments through field training and applied projects.

8. Commitment to Professional Ethics: Instilling the values of ethics and social responsibility in students, to be responsible business leaders who contribute to achieving sustainable development.

9. Qualification for the Labor Market: Preparing students well to join the labor market in various fields such as management, marketing, human resources, and finance, in addition to qualifying them to continue their postgraduate studies in business administration.

10. Global Interaction: Enhancing students' understanding of international business relations, and preparing them to work in a multicultural global business environment.

These objectives seek to develop graduates who possess the knowledge and skills necessary to succeed in the ever-changing and evolving world of business.

3. Student Learning Outcomes

The learning outcomes of the Business Administration Department aim to achieve a set of significant results and focus on the knowledge and skills necessary for the business field. These outcomes include:
1. Comprehensive knowledge of administrative concepts: - The ability to understand and apply basic concepts and theories in business administration, such as planning, organizing, directing, and controlling.

2. Data analysis is accurately determined: - The ability to collect financial data for companies that contribute strategically to achieving the objectives of the goals.

3. Communication and communication skills: - Demonstrate the ability to lead diverse work teams, and communicate professionally and clearly, whether orally or in writing, with a difference dedicated to employees.

4. Understanding socio-economic factors: - Analyzing the impact of socio-economic factors on the business environment, and multiple options to choose from with these multiple factors.

5. Human resources management: - The ability to apply best practices in human resources management, including recruitment, training, evaluation, and motivation.

6. Development of multiple marketing: - Designing a diverse range of effective marketing, based on a broad understanding of the market and consumer behavior, to achieve their goals.

7. New Entrepreneurial Skills: - Ability to think creatively and develop projects within new projects or improve business projects.

8. Commitment to ethics and social responsibility: - Demonstrate a deep understanding of professional ethics and social responsibility in decision-making, and work to achieve social development.

9. Ability to work in an innovative environment: - Ability to understand and adapt to global trade in the business environment, and deal with multiple cultural agreements.

10. Qualification for the labor market or postgraduate studies: - Graduates' readiness to enter the labor market in various sectors, or to pursue postgraduate studies in business administration or related fields.

These are the basic principles of experience and knowledge that are considered the main program of the Bologna Pathway preferred by students and their success in the field of business administration.

Academic Staff .4

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Credits, Grading and GPA .5

Credits

(Maisan) 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 25 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	A - Excellent	امتياز	90 – 100	Outstanding Performance
	B - Very Good	جيد جدا	80 – 89	Above average with some errors

(50 - 100)	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)

1. 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 ᵐodule score x ECTS) + (2nd ᵐodule score x ECTS) + ……] / 240

Curriculum/Modules .6

Semester 1 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request
BA1101	**Fundamentals of Management**	78	122	**8**	**B**	**-**
BA1102	**Fundamentals of Accounting**	78	72	**6**	**C**	**-**
BA1103	**Mathematics for Business**	78	72	**6**	**C**	**-**
BA1104	**Principles of Economics**	78	72	**6**	**C**	**-**
BA1105	**Human Rights & Democracy**	33	17	**2**	**S**	**-**
BA1106	**English language**	33	17	**2**	**S**	**-**

Semester 2 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request
BA1201	**Principles of Business Management**	78	122	**8**	**B**	**-**
BA1202	**Principles of Accounting**	78	72	**6**	**C**	**-**
BA1203	**English Readings in Business**	63	62	**5**	**C**	**-**
BA1204	**Statistic for Business**	78	72	**6**	**C**	**-**
BA1205	**Computer Skills**	63	12	**3**	**C**	**-**
BA1206	**Arabic Language**	33	17	**2**	**S**	**-**

Semester 3 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Semester 4 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Semester 5 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Semester 6 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Semester 7 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Semester 8 | 30 ECTS | 1 ECTS = 25 hrs

Code	Module	SSWL	USSWL	ECTS	Type	Pre-request

Contact .7

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