

**Ministry of Higher Education and Scientific Research
Scientific Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation
Accreditation Department**



Academic Program and Course Description Guide

2026

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name: ALMUSTAQBAL University

Faculty/Institute: College of Arts and Humanities

Scientific Department: Department of Media

Academic or Professional Program Name: Bachelor of Journalism

Final Certificate Name: Bachelor's in Media

Academic System: Annual

Description Preparation Date: 1/11/2025

File Completion Date: 1/11/2025

Signature:



Head of Department Name: :

**Professor Akram Faraj Al-
Rubaie**

Signature:



Scientific Associate Name:

**Asst. Prof Maytham Abdul
Khader Jabbar**

Date: 1/11/2025

Date: 1/11/2025

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

Approval of the Dean

1. Program Vision

Preparing media professionals who possess academic knowledge, professional competence, and digital skills, and are capable of serving the community and competing in the local, regional, and international labor markets.

2. Program Mission

The Department of Media seeks to graduate students who are academically and practically qualified in media specializations through a four-year academic program that combines theoretical study with practical applications, focusing on scientific research and media innovation, while adhering to professional ethics and supporting the values of sustainable development.

3. Program Objectives

1. Develop curricula to keep pace with digital media and modern technologies.
2. Promote scientific research and innovation in the fields of media and communication.
3. Support practical training and cooperate with local and international media institutions.
4. Serve the community through awareness-raising media initiatives and student projects.
5. Establish professional values and media ethics.

Executive Strategy:–

Academically: Update curricula periodically in line with quality and accreditation standards.

Training: Activate training partnerships with media institutions to develop students'

skills.

Technically: Integrate artificial intelligence tools and digital transformation into the educational process.

Research: Encourage applied research and case studies in the field of media.

Societally: Implement media campaigns that address sustainable development issues and raise awareness.

4. Program Accreditation

Does the program have program accreditation? No

5. Other external influences

There are no external entities involved as the program is accredited by the Ministry of Higher Education and Scientific Research.

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	1	2	10%	
College Requirements				
Department Requirements	37	83	100%	
Summer Training				
Other				

* This can include notes whether the course is basic or optional.

7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	Practical
First Stage	MU1011008	Principles of Public Relations	2	0
	MU1011003	Mass Communication and its Means	2	0
	MU1011001	Journalistic Editing – The Art of News and Press Report	2	2
	MU1011004	Digital Photojournalism	1	2
	MU1011005	History of Journalism	2	0
	MU1011006	Media Language	2	0
	MU1011007	Human Rights and Democracy	2	0
	MU1011010	English Language	2	0
	MU1011009	Computers	1	2
	MU1011002	Digital Media Literacy	1	2
Second Stage	MU1012001	Journalistic Editing / Interview and Investigation	2	2
	MU1012006	Scientific Research Methodologies	2	0
	MU1012004	Communication Theories	2	0
	MU1012009	Electronic Journalism	1	2
	MU1012002	Media Economics	2	0
	MU1012010	Montage (Video Editing)	1	2

	MU1012005	Digital Techniques	1	2
	MU1012003	Media Language	2	0
	MU1012008	English Language	2	0
	MU1012011	Crimes of the Ba'ath Party	2	0
Third Stage	MU1013001	Journalistic Editing / Article and Column	2	2
	MU1013009	Arab and International Journalism	2	0
	MU1013003	Investigative Journalism	2	2
	MU1013007	Media Legislation and Ethics	2	0
	MU1013004	Public Opinion	2	0
	MU1013002	Information Technology	1	2
	MU1013006	Media Research Methodologies	2	0
	MU1013005	Media Discourse Language	2	0
	MU1013008	English Language	2	0
Fourth Stage	MU1014002	Journalistic Editing / Specialized Journalism	2	2
	MU1014003	Electronic Journalism	1	2
	MU1014004	Journalistic Advertising	2	0
	MU1014001	Journalistic Design/Layout	1	2
	MU1014005	Propaganda and Psychological	2	0

		Warfare		
	MU1014006	Management of Press Institutions	2	0
	MU1014007	Linguistic Applications	2	0
	MU1014008	English Language	2	0
	MU1014009	Graduation Research	0	2

8. Expected learning outcomes of the program	
Knowledge	
Learning the fundamentals of the media profession	Equipped with the foundations of knowledge and scientific skills in the media and journalistic field.
Learning the fundamentals of scientific research	Familiar with scientific research mechanisms that serve development in Iraq and regional countries.
Preparation for postgraduate studies	Prepared to complete his postgraduate studies in this specialization.
Preparing the student for journalistic work	Able to work in the departments, units, and media channels of government institutions and the private sector, where he can effectively contribute to managing all media affairs of the institution and journalistic work.
Skills	
Developing thinking	Thinks on a sound scientific basis and is capable of self-directed learning in his field of specialization.
Crisis management skills	Works to solve technical problems in a scientific and intellectual manner within his field of specialization.
Ethics	
Loyalty to the homeland	Instilling love for the homeland and defending it.
Academic integrity	Commitment to the codes and ethics of scientific research.

9. Teaching and Learning Strategies

1. Graduates of secondary school in scientific, biological, applied, and literary branches with a minimum average of 50 for both morning and evening studies.
2. Media professionals are also allowed to apply if they have 10 years of actual service in the media and hold a secondary school certificate from vocational schools (industrial, commercial, agricultural), teacher institutes, or fine arts institutes the program in general.

10. Evaluation methods

Library / Internet / Websites / Virtual Library

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Prof. Dr. Akram Faraj Al-Rubaie	media	Journalism			✓	
Prof. Dr. Hamza Abbas Abdel Sada	arabic	the language			✓	
M. Dr. Qasim Mahdi Hamza	history	the modern history			✓	
Lecturer Montazer Hussein	media	Journalism			✓	
Asst. Lect. Haider Abu Khumas	media	Media Management				✓

Asst. Lect. Maytham Moaid Abbas	media	Media Management			✓	
M. Abdel Kazem Muhammad Asweid	media	radio and television			✓	
M. M. Sabah Abbas Khalaf	media	Journalism			✓	
M. M. Mays Muhammad Qasim	arabic	the language			✓	
Asst. Lect. Saif Al-Din Ali	media	Media & Communication			✓	
Asst. Lect. Abdulrahman Abbas	media	Media Management			✓	
Dr. Haneen Muhammad Obaid	art	art				✓
M.D. Zahra Muhammad Al-Jubouri	media	Journalism				✓
MD Ali Baqir	media	Journalism				✓
Teaching assistant, Samar Jasib	media	Journalism			✓	
M.D. Haider Abdel Karim	media	Journalism			✓	
M. M. Hamed Shaker	media	Public relations			✓	
M.M. Sarah, Hakim Fenech	computer	networks			✓	
Asst. Lect. Sura Qasim Anad	Arabic	Language			✓	

Professional Development

Mentoring new faculty members

1. To be able to learn journalism independently.
2. To develop and enhance reportorial skills.
3. To possess realistic insights with cognitive perceptions and develop them.
4. To have a clear goal to strive for.
5. Skill in presentation and expressing opinions during lectures.
6. Skill in discussion during lectures.
7. Problem-solving skills.
8. Group management skill by selecting a student each week to supervise the completion of their assignments.

Professional development of faculty members

Briefly describe the academic and professional development plan and arrangements for faculty such as teaching and learning strategies, assessment of learning outcomes, professional development, etc.

12. Acceptance Criterion

Program Development Plan: Personal development planning includes scientific trips and visits outside the scope of the academic curriculum.

13. The most important sources of information about the program

State briefly the sources of information about the program.

14.	Program Development Plan
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Planning for personal development.

[illegible]

[illegible]

Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
The third stage	MU1011008	Journalism Editing : Article and Column	Basic	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	MU1011003	Public Opinion	Basic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	MU1011001	Language of Media discourse	Basic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	MU1011004	Information Technology	Basic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	MU1011005	Investigative Reports	Basic	✓		✓			✓	✓	✓				✓
	MU1011006	Media Research methods	Basic			✓	✓	✓		✓	✓	✓		✓	
	MU1011007	Media Legislation and Ethics	optional	✓	✓					✓					
	MU1011010	English	optional		✓	✓	✓			✓				✓	
	MU1011009	Arab and International press	optional							✓				✓	✓

[illegible]