



Module (Course Syllabus) Catalogue 2023-2024

College/ Institute	Shaqlawa Technical College	
Department	Department Of Business Administration	
Module Name	کارگیری گهرسته	
Module Code	MAT 104	
Degree	Technical Diploma <input checked="" type="checkbox"/> Bachelor <input checked="" type="checkbox"/> High Diploma <input type="checkbox"/> Master <input type="checkbox"/> PhD <input type="checkbox"/>	
Semester	1	
Qualification		
Scientific Title	Business Administration	
ECTS (Credits)	6	
Module type	Prerequisite <input type="checkbox"/> Core <input checked="" type="checkbox"/> Assist. <input type="checkbox"/>	
Weekly hours	6	
Weekly hours (Theory)	(4) hr Class	() Total hrs Workload
Weekly hours (Practical)	(2) hr Class	() Total hrs Workload
Number of Weeks	14	
Lecturer (Theory)	AZAD MOHAMMED SEDEEQ	
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Lecturer (Practical)	Shadan Rasul Omer Haval akram ibrahem	
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Websites	www.epu.edu.iq	

Course Book

<p>Course Description</p>	<p>This topic is very important because it is linked to the analysis of all places, but the marketing process to analyse it and to clarify management science of marketing, the art of marketing administration, Mother factors on the development or failure of the administration and marketing role and importance of management science in marketing management. And its impact on some or solving the unemployment problems in the Kurdistan region because prepare Specialist marketing cadres because commercial partners for the private sector or the relevant ministries example Ministries (own very and planning, agriculture, industry, body investment ..) especially today Government province need this terms of reference because it is the government does not you need the terms of reference types Bus need terms of reference of the living and economic cadres of the economic structure that is currently installed and economic stability</p>
<p>Course objectives</p>	<p>This course provides an introduction to all aspects of purchasing process , including strategic purchasing planning, purchasing research, buy planning and development, divided money for all material planning, distribution and pricing. It provides an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control. The latter part of the program examines the process of purchasing management in different sectors of economy.</p> <p>Acquired level of skills and know-how:</p> <ul style="list-style-type: none"> ❑ Appreciate the holistic role of marketing in a firm ❑ Distinguish between the specific nature of different markets, goods and services ❑ Understand the theories and practices behind the marketing mix variables ❑ Develop knowledge of and skill in the operating techniques of the marketing management cycle processes ❑ Examine the marketing context of relevant sectors in the Kazak economy

	Required background of students (entry level): The students must know the principles of Micro- and Macroeconomics, Theory and practice of Management and Statistics.				
Student's obligation	The obligation of student is a present in the class during time of lecture , listening teacher after than asking any question about subject and include any information to rich subject for example : daily happened ,listen information in the news economy and etc.... with prepared home work.				
Required Learning Materials	Data Show, Hand-out lecture notes and white board will be used. While in the online studying situation we will depend on specific programs like Moodle.				
Evaluation	Task		Weight (Marks)	Due Week	Relevant Learning Outcome
	Paper Review				
	Assignments	Homework	5%		They perfect the topic.
		Class Activity	2%		They understand the topic.
		Report	5%		They get more information about the topic.
		Seminar	5%		They become more confident in public speaking.
		Essay			They improve their writing skill.
		Project			
	Quiz		8%		Learn how to solve question of the topic.
	Lab.		10%		Practical Report
	Midterm Exam		25%		
	Final Exam		40%		
	Total		100%		
Specific learning outcome:	Role of the course in the overall degree curriculum				
	This course is planned to be a fundamental base for other Marketing courses, such as Strategic purchase Raw material Planning, Industrial Marketing, International Marketing, and Services Marketing. It's intended as a practical tool on how to make right decisions on marketing mix strategies. This course also has a fit with such integrative courses as Strategic Management, International Business, and Financial Management etc. Part I. An Overview of purchasing Management				

	<p>1. purchasing and Marketing Management Process</p> <p>purchasing functions and their characteristics</p> <p>purchasing 's role - facilitating exchange in society</p> <p>purchasing institutions</p> <p>purchasing culture</p> <p>The purchasing management process</p> <p>2. The Strategic Role of purchasing</p> <p>Corporate, business and purchasing strategies – different issues at different organizational levels</p> <p>Strategic decisions at the corporate and the business unit level</p> <p>Marketing implications in business strategies</p> <p>Part II. purchase Opportunity Analysis</p> <p>Purchase its fundamental trade process include so much Trade opportunity for example prepared raw material for industry with other services trade process services .</p> <p>Part III. Developing Strategic purchasing Programs</p> <p>1. Business Strategies, and purchasing Planning</p> <p>The purchasing Planning Process</p> <p>The fit between business and purchasing strategies</p> <p>2. Product Decisions</p> <p>Product classifications</p>
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	Product quality, branding and packaging
	Servicing raw material
	Product-line strategy decisions
	The new product strategies
	3. Pricing Decisions
	Price setting process
	Price strategies
	Adapting price policies
	4. Distribution Decisions
	Managing distribution channels
	Channels functions
	Strategic distribution issues
	5. Promotion mix decisions
	Promotion programs
	Advertising
	Sales force management
	Part IV. Implementing Business and purchasing Strategies
	1. Business and purchasing strategies implementation
	Business and purchasing strategies implementation issues

	<p>Strategy, structure and process</p> <p>purchasing actions</p> <p>2. Monitoring and Controlling purchasing process</p> <p>The control process</p> <p>The purchasing audit</p> <p>Part V. purchasing Management in Transition Economies</p> <p>1. purchasing Management in Kazakstan and other Transition Economies</p> <p>Overview of Kazakstan product and services sectors</p> <p>The evaluation of a purchasing culture in transition economies</p> <p>An assessment of purchasing management in Kazakstan</p> <p>2. define electronic purchasing , risk and benefits of electronic purchasing ,structure of electronic purchasing</p>	
	<p>Course Reading list and References:</p> <ul style="list-style-type: none"> ▪ Key references: ▪ Useful references: <p>Magazines and review (internet):</p>	
Course References:		
Course topics (Theory)	Week	Practical Topics / Week
1. 1 what is objective of management of purchasing , what is specialization and relation with other type of managements on the organizations.	1-2	Lecture's Name Ex:(2 hr) Ex: 2020-2021
. 2. location of managements of purchasing in	3-4	Semenar /1

the structure of organization , inside structure of managements purchasing . 3. central and un central of management of purchasing		HOME WORK /1
4. sale way (locally ,directly ,sailing by shopper, incoming) chose perfect way	4-5	. report /1
. 5. responsibility of purchasing 6. strategic purchase process, goal new strategic 7.material , way of choosing, purchase good quality ,analyzing	6-7	Essay /1 Quiz /1
8.cheking and economic processing checking, needs checking process ,checking by simple . 9-setragitic of purchase , purchase in good time ,factor impact to selected time of purchasing . 10.purchasing by normal price ,what is normal price ,economic methods	8-10	Semenar /2 HOME WORK /2
11.purchasing good volume ,factor impact of volume of purchasing . 12.selected best source of purchase in the many resource . 13.purchase costumer goods ,structure and design.	11-12	. report /2
14.purches producer goods ,structure and design, finance supported . 15. differently and kindly of industry and customers , role of management of purchasing in the control this differently .	13-14	Essay /2 Quiz /2

<p>Questions Example Design</p> <p>1-<i>Compositional</i>: in this type of exam the questions usually starts with Explain how, what are the reasons For....?, Why....?, How....? With their typical answers Examples should be provided</p> <p>2- <i>True or false type of exams</i>:</p> <p>In this Type of exam a short sentence about a specific subject will be provided, and then students will comment on the trueness or falseness of this particular sentence. Examples should be provided</p> <p>3-<i>Multiple Choices</i>:</p> <p>In this type of exam there will be a number of phrases next or below a statement, students, will match the correct phrase. Examples should be provided.</p>		
<p>Extra notes:</p> <p>Here the lecturer shall write any note or comment that is not covered in this template and he/she wishes to enrich the course book with his/her valuable remarks.</p>		
<p>External Evaluator</p> <p>After reviewing the course book of the mathematics created by Mr. Azad, I can conclude that it contains all topics of this subject. I hope that it will be used as a schedule and an academic program for Building and Construction Department and it will become a good guide for students. Abdulah Muhamad Ozer E-Mail: abduilah.ozar@epu.edu.iq Management Business</p> <p>Shaqlawat technical College Tel: + 07504478057</p>		

