

## Module (Course Syllabus) Catalogue 2023-2024

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|--------------------------|--|---|
| 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   |   |
| E-Mail & Mobile NO.      | E-Mail: <a href="mailto:azad.mohammed@epu.edu.iq">azad.mohammed@epu.edu.iq</a> Tel: (7504546496) |   |
| Lecturer (Practical)     | Shadan Rasul Omer<br>Haval akram ibrahem   |   |
| E-Mail & Mobile NO.      | E-Mail: <a href="mailto:azad.mohammed@epu.edu.iq">azad.mohammed@epu.edu.iq</a> Tel: (7504546496) |   |
| Websites                 | <a href="http://www.epu.edu.iq">www.epu.edu.iq</a>   |   |

# Course Book

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|---------------------------|--|
| <b>Course Description</b> | <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>  |
| <b>Course objectives</b>  | <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"><li>☐ Appreciate the holistic role of marketing in a firm</li><li>☐ Distinguish between the specific nature of different markets, goods and services</li><li>☐ Understand the theories and practices behind the marketing mix variables</li><li>☐ Develop knowledge of and skill in the operating techniques of the marketing management cycle processes</li><li>☐ Examine the marketing context of relevant sectors in the Kazak economy</li></ul> |

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|------------------------------------|---|----------------|-----------------------|-----------------|--|
|                                    | Required background of students (entry level):<br>The students must know the principles of Micro- and Macroeconomics, Theory and practice of Management and Statistics.   |                |                       |                 |  |
| <b>Student's obligation</b>        | 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.   |                |                       |                 |  |
| <b>Required Learning Materials</b> | 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.   |                |                       |                 |  |
| <b>Evaluation</b>                  |   | <b>Task</b>    | <b>Weight (Marks)</b> | <b>Due Week</b> | <b>Relevant Learning Outcome</b>               |
|                                    |   | 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%           |                       |                 |  |
| <b>Specific learning outcome:</b>  | <p><b>Role of the course in the overall degree curriculum</b></p> <p>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.</p> <p><b>Part I. An Overview of purchasing Management</b></p> |                |                       |                 |  |

## 1. purchasing and Marketing Management Process

purchasing functions and their characteristics

purchasing 's role - facilitating exchange in society

purchasing institutions

purchasing culture

The purchasing management process

## 2. The Strategic Role of purchasing

Corporate, business and purchasing strategies – different issues at different organizational levels

Strategic decisions at the corporate and the business unit level

Marketing implications in business strategies

## **Part II. purchase Opportunity Analysis**

Purchase its fundamental trade process include so much Trade opportunity for example prepared raw material for industry with other services trade process services .

## Part III. Developing Strategic purchasing Programs

### 1. Business Strategies, and purchasing Planning

The purchasing Planning Process

The fit between business and purchasing strategies

### 2. Product Decisions

Product classifications

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><b>Part V. purchasing Management in Transition Economies</b></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> |  |
| <b>Course References:</b>   | <p style="text-align: right;">Course Reading list and References:</p> <ul style="list-style-type: none"> <li>▪ Key references:</li> <li>▪ Useful references:<br/>Magazines and review ( internet):</li> </ul>  |  |
| <b>Course topics (Theory)</b>   | <b>Week</b>  | <b>Practical Topics / Week</b>                   |
| 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<br>Ex:(2 hr)<br><br>Ex: 2020-2021 |
| . 2. location of managements of purchasing in   | 3-4  | Semenar /1                                       |

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

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### Questions Example Design

1-**Compositional**: 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

### 2- *True or false type of exams*:

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

### 3-**Multiple Choices**:

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.

### Extra notes:

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.

### External Evaluator

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.

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