

Ministry of Higher Education and Scientific
Research

Scientific supervision and evaluation device

Department of Quality Assurance and
Academic Accreditation

Academic program description form for colleges and institutes

the university:-Northern Tech

College/Institute: Technical Administration - Nineveh

scientific department:-Financial and banking techniques

Date of filling the file: 1/9/2024

Signature Signature

Name of department head:-M.Dr. Walaa Hazem Sultan Name of Scientific
Assistant:-

the date:- 1/9/2024 Date: - 1/9/2024

Check the file before

Division of Quality Assurance and University Performance

Name of the director of the Quality Assurance and University
Performance Division

the date: -

the signature: -

Authentication of the Dean

Academic program description form

Reviewing the performance of higher education institutions ((academic program review))

Description of the academic program

This academic program description provides a summary of the most important characteristics of the program and the learning outcomes that the student is expected to achieve, demonstrating whether he or she has made the most of the opportunities available. It is accompanied by a description of each course within the program

Northern Technical University	1- Educational institution
Technical Institute / Nineveh	2- University department/center
Financial and banking techniques	3- Name of the academic program
Technical Diploma	4- Name of the final certificate
Courses + annual	5- School system
Program of the Ministry of Higher Education and Scientific Research	6- Accredited accreditation program
There is a close relationship to the labor market for graduates of the department	7- Other external influences
9/1/2024	8- Date the description was prepared

The department aims to enhance students' understanding of financial and banking techniques and develop their scientific and technical skills, with the aim of enabling them to analyze financial markets and manage banking risks. It also aims to graduate students who have the ability to achieve excellence in their professional fields and provide innovative solutions in financial and banking technologies, giving them the ability to innovate and excel in their professional path..

1- Required learning outcomes and teaching, learning and assessment methods
A- Cognitive objectives a1. Analyze financial markets carefully. a2. Understand the concepts of banking risk management. a3. Gain knowledge of modern financing methods. a4. Evaluating the financial performance of institutions and individuals.
B- Skills objectives of the program me B 1. Develop financial analysis skills. B2.Acquire banking risk management skills. B3.Develop communication skills in a financial environment. B4.Using technological tools to analyze financial data.
Teaching and learning methods
1- Blended learning (electronic and in-person) 2- Scientific films and videos, scientific laboratories (computer and specialized for the practical side to teach the student all documents related to financial work), summer and vocational training. 3- Graduation projects.
Evaluation methods
Daily tests, monthly exams - end-of-level exam for each stage, weekly reports within the subject.
C- Emotional and value goals C1. Promoting awareness of the importance of individual financial responsibility. C 2. Developing ethical values in financial dealings. C3. Enhancing team spirit and cooperation in financial work. C4. Motivating ambition and commitment to professional development.
Teaching and learning methods
Blended learning (in-person and electronic), summer and vocational training, and graduation projects.
Evaluation methods
Daily, quarterly and final tests, submitting weekly reports

D- General and transferable skills (other skills related to employability and personal development).

D1. Increasing employment opportunities in the areas of financial services.

D2. Developing capabilities to interact with financial technology.

D3. Achieving professional success by analyzing financial markets.

D4. Achieving personal and professional excellence in the field of finance.

Teaching and learning methods

Blended learning (in-person and electronic), summer and vocational training, and graduation projects.

Evaluation methods

Conduct daily, quarterly and final tests, and submit weekly reports.

C- Program structure

Credit hours		Name of the course or course	Course or course code	Level/year
practical	theoretical			
0	1	human rights	NTU100	First level
0	2	English language 1	NTU101	
2	1	Computer 1	NTU102	
	2	Arabic Language	NTU104	
5	1	Accounting principles	FBT 100	
5	2	Internal banking operations	FBT101	
2	1	Management principles	TN101	
0	2	Principles of	TIN 101	

		law		Second Level
0	2	Environmental culture	TIN 102	
0	1	Democracy	NTU105	
2	2	Insurance companies accounting	FBT 103	
1	2	Risk management and insurance	FBT 105	
0	2	Financial legislation	FBT 105	
2	1	Financial management	FBT 102	
1	1	sports	NTU105	
2	1	Counting	TIN 100	
2	1	Computer 2	NTU103	
1	2	Financial readings (my choice)	FBT 107	
3	1	financial mathematics	FBT207	
2	3	Management of financial institutions	FBT201	
4	1	Banking Accounting 1	FBT200	
2	2	Evaluating investment decisions	FBT203	
0	2	Professional ethics	TIDO201	
2	1	Research project	TIDO202	
1	3	financial markets	FBT202	

2	2	Bank management	FBT205
2	1	E-business management	TIDO200
2	2	Marketing banking services	FBT206
0	2	English	NTU200
4	1	Bank accounting 2	FBT204
1	2	International financing (optional)	FBT209

D- Planning for personal development

1. Setting personal goals: Set clear goals to develop your skills and techniques in the field of financial and banking technologies.
2. Invest in continuing education: Look for specialized courses and workshops to enhance your knowledge and skills in the field.
3. Build your professional network: Participate in industry events and expand your circle of connections to benefit from diverse industry experiences and opinions.

E- Admission standard (establishing regulations related to admission to the college or institute)

- 1- the average.
- 2- the desire.
- 3- Admission plan.

F- The most important sources of information about the program

- Methodological books.
- Help resources (Internet).
- Scientific research and its latest developments.

Curriculum skills chart

Please tick the boxes corresponding to the individual learning outcomes from the program being assessed

Learning outcomes required from the programme																				Essential or optional?	Course Name	Course Code	Year/level
General and transferable skills (or) other skills related to employability and personal development				thinking skills				Subject-specific skills				Knowledge and understanding											
				D4	D3	D2	D1	C4	C3	C2	C1	B4	B3	B2	B1	A4	A3	A2	A1				
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	human rights	NTU100	2022/2023 level one
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	English language 1	NTU101	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Computer 1	NTU102	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Arabic Language	NTU104	
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Accounting principles	FBT 100	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Internal banking operations	FBT101	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Management principles	TN101	
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Principles of law	TIN 101	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Environmental culture	TIN 102	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Democracy	NTU105	
					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Insurance companies accounting	FBT 103	

				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Risk management and insurance	FBT 105	2022/2023 Second Level
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Financial legislation	FBT 105		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Financial management	FBT 102		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	sports	NTU105		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Counting	TIN 100		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Computer 2	NTU103		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	my choice	Financial readings (my choice)	FBT 107		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	financial mathematics	FBT207		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Management of financial institutions	FBT201		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Banking Accounting 1	FBT200		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Evaluating investment decisions	FBT203		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Professional ethics	TIDO201		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Research project	TIDO202		
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	financial markets	FBT202		

				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Bank management	FBT205	
				✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	Basic	E-business management	TIDO200	
				✓	✓		✓		✓	✓		✓		✓	✓		✓	✓	✓	Basic	Marketing banking services	FBT206	
				✓	✓	✓	✓	✓		✓		✓	✓		✓	✓		✓	✓	Basic	English	NTU200	
				✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Basic	Bank accounting 2	FBT204	
				✓	✓	✓		✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	my choice	International financing (optional)	FBT209	

Course description form

Reviewing the performance of higher education institutions (academic program review)

Course description

This course description provides a summary of the most important characteristics of the course and the learning outcomes that the student is expected to achieve, demonstrating whether he or she has made the most of the learning opportunities available.. And start by linking it to the program description.

Financial and banking techniques	2. University department/center
Banking services marketing /FBT206	3. Course name/code
It provides an integrated customer relationship management system, enabling banks to track customer details and customize services effectively.	4. Programs in which it is included
In person/electronic	5. Available attendance forms
Courses	6. Semester/year
4 hours	7. Number of study hours (total)
9/1/2024	8. Date of preparation of this description
	9. Course objectives
The goal of studying the Banking Services Marketing course is to enhance students' understanding of the unique challenges facing marketing services in the banking sector. The program aims to provide students with the concepts and tools necessary to develop effective marketing strategies that meet customer expectations and needs in a dynamic financial environment.top form	

<p>10. Learning outcomes, teaching, learning and assessment methods</p> <p>Cognitive objectives</p> <ol style="list-style-type: none"> 1- A Unique Analysis of the Characteristics of Banking: An in-depth examination of the unique challenges and opportunities related to marketing banking. 2- Effective use of digital promotion and marketing methods: Apply advanced digital promotion and marketing methods to enhance the attractiveness of banking services and improve customer communication. 3- Analyzing customer needs and expectations: Develop skills in analyzing customer needs and expectations to guide marketing strategies toward better meeting those needs. 4- Directing marketing based on market analysis: Using market analyzes to effectively direct marketing efforts, with a focus on understanding current and future trends in the banking sector.
<p>Skills objectives of the programme</p> <p>The Banking Services Marketing program aims to develop students' skills in specific areas. This includes enhancing their ability to analyze challenges and opportunities in the banking services market, developing digital marketing skills to increase the attractiveness of services, improving their ability to analyze customer needs and direct marketing strategies effectively, in addition to enhancing the skills of using market analyzes to direct marketing efforts based on an accurate understanding of market needs and trends.</p>
<p>Teaching and learning methods</p>
<p>Blended learning (electronic and in-person), scientific films and videos, laboratories, summer and vocational training, and graduation projects.</p>
<p>Evaluation methods</p>
<p>Daily, quarterly and final tests, submitting weekly reports</p>
<p>C- Emotional and value goals</p> <ol style="list-style-type: none"> 1. Improving emotional satisfaction and personal happiness. 2. Develop personal values such as integrity and justice. 3. Promoting self-awareness and a deeper understanding of oneself. 4. Balancing spiritual growth and life aspirations.

Teaching and learning methods

- 1- lecture.
- 2- Electronic class.
- 3- summer training.

Evaluation methods

- 1- Daily exams.
- 2- Quarterly exams.
- 3- final exams.
- 4- Daily evaluation.

D- General and transferable skills (other skills related to employability and personal development).

- 1- Effective interaction: Enhancing communication skills to deeply understand customer needs and direct banking services in a way that meets their expectations.
- 2- Effective time management: Develop time management capabilities to improve the quality of banking service delivery and meet time requirements.
- 3- Creative thinking in marketing: Using creative thinking to design innovative marketing campaigns that reflect the excellence of banking services.
- 4- Problem Solving Skills: Develop problem solving skills to effectively deal with unique challenges that may arise in a market.

11- Course structure					
Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - Definition of marketing - Marketing concept - Basic elements of the marketing concept - The emergence of the marketing concept Stages of development of the marketing concept in the banking industry	Introduction to marketing and marketing concept	4	the first and the second
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - introduction - Distinctive characteristics of banking services - The importance of banking marketing - the product Banking systems	Banking service	4	Third and fourth
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - introduction - Product development and market segmentation - Banking product concept - Objectives and means of developing the banking product - Sources of new ideas for the 	Development of banking products and services	4	Fifth and sixth

		<p>banking product</p> <p>Banking product development strategies</p>			
<p>Oral tests and written tests</p> <p>Final exams and daily evaluation</p>	<p>My presence</p>	<ul style="list-style-type: none"> - Marketing mix for services - Marketing mix for banking services <p>Elements of the marketing mix for banking services</p>	<p>Banking marketing mix</p>	<p>4</p>	<p>Seventh</p>
<p>Oral tests and written tests</p> <p>Final exams and daily evaluation</p>	<p>My presence</p>	<ul style="list-style-type: none"> - introduction - Banking management system - Banking marketing function - The marketing approach to providing banking services - The dual mission of banking marketing management - Marketing mix for deposit placement <p>Banking Marketing Program</p>	<p>Banking management</p>	<p>4</p>	<p>VIII</p>
<p>Oral tests and written tests</p> <p>Final exams and daily evaluation</p>	<p>My presence</p>	<ul style="list-style-type: none"> - introduction - Banking as a process - Levels of personal contact with the customer - Banking as a system <p>Banking service marketing system</p>	<p>Applications of service systems in banks</p>	<p>4</p>	<p>Ninth</p>

Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - introduction - The interactive relationship between the bank and the customer - Strategies that help the bank diagnose and manage mutual relationships - Customer retention and relationship marketing <p>Areas of customer retention and relationship marketing</p>	Strategies supporting banking service systems	4	The tenth
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - introduction - Strategy formulation - Banking planning <p>Segmentation of the banking market</p>	Strategic planning for banking marketing	4	eleventh
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - the introduction - Customer behavior and trends - Factors affecting bank customers <p>Market segmentation</p>	Customer behavior and banking market segmentation	4	twelveth
Oral tests and written tests Final exams and daily evaluation	My presence	<ul style="list-style-type: none"> - the introduction - Choose the bank location - Banking service distribution channels - The importance of bank branches - Banking 	Distribution of banking services	4	Thirteenth

		<p>technology</p> <ul style="list-style-type: none"> - Methods for choosing the location of bank branches - Factors affecting the choice of distribution port <p>Distribution strategies</p>			
<p>Oral tests and written tests</p> <p>Final exams and daily evaluation</p>	<p>My presence</p>	<ul style="list-style-type: none"> - introduction - Promotional activity - Factors affecting the choice of promotional mix - Elements of the promotional mix - Differences between the concepts of advertising and propaganda <p>Promotion strategies</p>	<p>Promotion of banking services</p>	<p>4</p>	<p>Fourteenth and fifteenth</p>

12- Infrastructure	
<ul style="list-style-type: none"> - Study materials prepared by teachers according to the curriculum. - Any resources decided by the teacher as an addition. 	<p>1- Required prescribed books</p> <ul style="list-style-type: none"> - Basic texts - Course books - Other
<p>According to what is currently decided by the university and the teaching proposal.</p>	<p>2- Main references (sources)</p>
<p>According to the publication on the institute's website</p>	<p>A- Recommended books and references (scientific journals, reports...)</p>

Educational portfolios published on the institute's website.

B- Electronic references, Internet sites

13. Course development plan

- ✓ Updating the material according to global events in the field of banking marketing.
- ✓ Creating marketing teams of students in order to immerse them in the field of marketing and integrate modern technologies.