

University of Baghdad
جامعة بغداد



First Cycle – Bachelor's Degree (B.Sc.) – Business Administration
and E-Commerce (BAEC):

بكالوريوس – إدارة الأعمال والتجارة الالكترونية



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1. Mission & Vision Statement

Mission:

The Department of Business Administration and E-Commerce aims to prepare distinguished graduates in these fields through advanced academic programs that integrate theory and practice and enhance students' skills in leadership, innovation, and strategic decision-making. The department also works to strengthen partnerships with the public and private sectors to develop students' skills and enable them to compete in the local and global labor market.

Vision:

The Source of Inspiration, Leaders of Change, and Innovation.

2. Program Specification

Programme code:	BSc-DC	ECTS	240
Duration:	4 levels, 8 Semesters	Method of Attendance:	Full Time

The program spans **8 semesters**, leading to a total of **240 ECTS** (European Credit Transfer System), with each semester contributing **30 ECTS**. The program covers fundamental areas such as mathematics, statistics, business law, project management, digital marketing, and entrepreneurship. Advanced topics in digital performance analysis, AI in business, and strategic business planning are introduced in the later semesters. Students also engage in research projects to apply their learning in real-world scenarios.

Semester 1 (30 ECTS): Introduction to Core Concepts

1. **GEN 101:** Introduction to Programming - Students will learn the basics of programming, including logic, algorithms, and software development.

2. **GEN 102:** Mathematics - Covers foundational mathematical principles essential for business analysis and decision-making.
3. **GEN 103:** Critical Thinking - Focuses on developing reasoning and analytical skills to solve complex problems.
4. **BAEC 104:** Principles of Business Management I - Introduces students to fundamental business management principles.
5. **UOB 102:** English Language I - Basic language skills for communication in English.
6. **GEN114:** Introduction to Sociology -

Semester 2 (30 ECTS): Strengthening Analytical and Writing Skills

1. **GEN 113:** Statistics - Provides tools for statistical analysis and interpretation.
2. **GEN 112:** Writing Skills - Focuses on academic writing and communication.
3. **GEN 111:** Introduction to Project Management - Covers key project management methodologies.
4. **BAEC 114:** Principles of Business Management II - Deepens knowledge in business management concepts.
5. **UOB 101:** Arabic Language I - Basic language skills for communication in Arabic.
6. **UOB 103:** Computer I - Introduction to computer science and software applications.
7. **UOB 104:** Democracy and Human Rights - A discussion of human rights and democratic principles.