



Course Specification of Pharmaceutical Marketing

I. Course Identification and General Information:						
1	Course Title:	Pharmaceutical Marketing				
2	Course Number & Code:	Ph21027				
3	Credit hours: 2hrs	C.H				Total
		Theoretical	Practical	Training	Seminar	
		2				
4	Study level/ semester at which this course is offered:	Fifth year/ Second semester				
5	Pre –requisite (if any):	Pharmaceutics I-IV- Drug Delivery Systems				
6	Co –requisite (if any):					
7	Program (s) in which the course is offered:	Bachelor of Pharmacy				
8	Language of teaching the course:	English				
9	The department in which the course is offered:	Pharmaceutics and Industrial Pharmacy				
10	Location of teaching the course:	Faculty of Pharmacy-Sana'a University				
11	Prepared by:	Prof Dr/ Mahmoud Mahyoob Alburyhi				
12	Date of approval:					

II. Course description:

Understand the fundamental aspects of marketing and promotional activities in the healthcare sector. -Point out the relationship between marketing and finance. -Understand the fundamental aspects of pharmacy management. Develop good selling and negotiation skills.

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III. Intended learning outcomes (ILOs) of the course:

At the end of this course, the students will be able to:

1. Learn the importance of pharmaceutical marketing in business
2. Know the importance of promotional activities in healthcare.
3. Identify different types of pharmaceutical marketing analysis
4. Describe the balance sheet and operating income management.
5. Report different types of marketing analysis.
6. Illustrate market needs.
7. Recognize and control pharmacy business.
8. Manage the relationship with customers
9. Handle of balance sheet and operating income management
10. Analyze product life cycle
11. Assess Marketing plan and planning.
12. Assess Stock management skills.
13. Employ good selling and negotiation skills.
14. Retrieve curriculum vitae.
15. Develop good relationships with the customers.
16. Arrange Presentation and interviewing skills.

IV. Intended learning outcomes (ILOs) of the course:

(A) Knowledge and Understanding:

Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: **Knowledge and Understanding.**

Program Intended Learning Outcomes (Sub-PILOs) in: Knowledge and Understanding		Course Intended Learning Outcomes (CILOs) in: Knowledge and Understanding	
After completing this program, students will be able to:		After completing this course, students will be able to:	
A4-	Recognize the pharmaceutical dosage form design and the quality control of pharmaceutical formulations according to GMP and pharmacopeial requirements to support the pharmaceutical industries and research.	a1-	Learn the importance of pharmaceutical marketing in business

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A5-	Demonstrate the basic knowledge of pharmacoconomics, pharmacovigilance, policy, legislation, marketing, administration and distribution of pharmaceutical and cosmetic products as well as ethics of health care..	a2-	Know the importance of promotional activities in healthcare.
		a3-	Identify different types of pharmaceutical marketing analysis
		a4-	Describe the balance sheet and operating income management.
		a5-	Report different types of marketing analysis.

Teaching And Assessment Methods For Achieving Learning Outcomes:

Alignment of Learning Outcomes of Knowledge and Understanding to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Knowledge and Understanding		Teaching strategies/methods to be used	Methods of assessment
completing this course, students will be able to:		<ul style="list-style-type: none"> Lectures brainstorming and discussion 	<ul style="list-style-type: none"> Attendance Written and oral exams Quiz and Small Projects
a1-	Learn the importance of pharmaceutical marketing in business		
a2-	Know the importance of promotional activities in healthcare.		
a3-	Identify different types of pharmaceutical marketing analysis		
a4-	Describe the balance sheet and operating income management.		
a5-	Report different types of marketing analysis.		

(B) Intellectual Skills:

Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Intellectual skills

Program Intended Learning Outcomes (Sub-PILOs) in Intellectual skills		Course Intended Learning Outcomes (CILOs) of Intellectual Skills	
After completing this program, students will be able to:		After completing this course, students will be able to:	
B1	Consolidate the chemical, biochemical and physiological principles to construct the pharmacophores of the structure and their effect on the stability, pharmacokinetic and pharmacodynamic profiles of the drug.	b1-	Illustrate market needs.

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B3	Design different types of safe and effective pharmaceutical dosage forms and develop novel methods of analysis for pharmaceutical and biopharmaceutical products that support pharmaceutical research	b2-	Recognize and control pharmacy business.
B5	Plan a modern system for administration of medical foundations and merge the ethics to business during the drug marketing	b3-	Manage the relationship with customers.

Teaching And Assessment Methods For Achieving Learning Outcomes:

Alignment of Learning Outcomes of Intellectual Skills to Teaching Methods and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Intellectual Skills.		Teaching strategies/methods to be used	Methods of assessment
After completing this course, students will be able to:		Lectures, discussion and brain storm	Written , report and oral exams
b1-	Illustrate market needs.		
b2-	Recognize and control pharmacy business.		
b3-	Manage the relationship with customers.		

(C) Professional and Practical Skills:

Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Professional and Practical Skills

Program Intended Learning Outcomes (Sub-PILOs) in Professional and Practical Skills		Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills	
After completing this program, students will be able to:		After completing this course, students will be able to:	
C1-	Operate different pharmaceutical equipments and instruments and use emerging technologies in preformulation, formulation, packaging, storage and analysis of pharmaceutical products according to GLP, GSP and cGMP guidelines.	c1-	Handle of balance sheet and operating income management
C5-	Conduct research studies and utilize the results in different pharmaceutical fields.	c2-	Analyze product life cycle
		c3-	Assess Marketing plan and planning.
		c4-	Assess Stock management skills.

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		c5-	Employ good selling and negotiation skills.
Teaching And Assessment Methods For Achieving Learning Outcomes:			
Alignment of Learning Outcomes of Professional and Practical Skills to Teaching and Assessment Methods:			
Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills		Teaching strategies/methods to be used	Methods of assessment
After completing this course, students will be able to:		- Lectures, discussion and brain storm	- Written and oral exams
c1	Handle of balance sheet and operating income management		
c2	Analyze product life cycle		
c3	Assess Marketing plan and planning.		
c4	Assess Stock management skills.		
c5	Employ good selling and negotiation skills.		

(D) General / Transferable Skills:			
Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: General and Transferable skills			
Program Intended Learning Outcomes (PILOs) in General / Transferable skills		Course Intended Learning Outcomes (CILOs) in General / Transferable skills	
After completing this program, students will be able to:		After completing this course, students will be able to:	
D2-	Employ proper documentation and filing systems in different pharmaceutical fields	d1-	Retrieve curriculum vitae.
D3-	Develop financial, market management, writing, presentation and time management skills as well as creativity, critical thinking, problem solving and decision making abilities.	d2	Develop good relationships with the customers.
D4-	Take responsibility for adaptation to change needs in pharmacy practice.	d3	Arrange Presentation and interviewing skills.
D5-	Apply information and communication technology and working effectively in a team		

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Teaching And Assessment Methods For Achieving Learning Outcomes:

Alignment of Learning Outcomes of General and Transferable skills to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in General and Transferable Skills		Teaching strategies/methods to be used	Methods of assessment
After completing this course, students will be able to:		Lectures and discussion	Reports, project, Written and oral exams
d1-	Retrieve curriculum vitae.		
d2	Develop good relationships with the customers.		
d3	Arrange Presentation and interviewing skills.		

V. Course Content:

1 – Course Topics/Items:

a – Theoretical Aspect

Order	Topic List / Units	CILOs (symbols)	Sub-topic List	Number of weeks	Contact hours
1	Introduction to pharmaceutical marketing	a1, b1	Methods of Economic Evaluation	1	2
2	Marketing definition and importance	a3, b1,a2	The professional sales person	1	2
3	pharmaceutical Marketing promotional mix and promotional activities in the	a2	Communication	1	2
4	Element of pharmaceutical marketing plan and planning	b1, c3	Marketing Plain and Marketing Mix	1	2
5	pharmaceutical Marketing analysis	a3, a5	Selling	1	2
6	Management of product life cycle	c2	Definitions, classifications	1	2

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7	Mid-term exam	a1-5, b1, c2-3		1	2
8	Finance and accounting – relationship between marketing and finance	b1, b2	Electronic Information Management	1	2
9	Managing profitability of business/brand	b2	Definitions, classifications	1	2
10	Balance sheet and operating income management	a4, c1	Definitions, classifications	1	2
11	Pharmacy management- category management	c2, c5	Definitions, classifications	1	2
12	Merchandizing and stock management	b2, c4	Definitions, classifications	1	2
13	Skills development- selling and negotiation skills	b3, c5,d2,d3	Definitions, classifications	1	2
14	Interviewing skills	b3, b2, b3	Applications	1	2
15	Writing Curriculum Vitae	d1	Professional Writing	1	2
16	Final-term exam	a1-5, b1-3, c1-5		1	2
Number of Weeks /and Units Per Semester				16	32

VI. a- Teaching strategies of the course:

Lecture method, Group Discussion, Problem solving sessions, tutorials and brainstorming.

b-Assessment Methods:

Oral Exam, Quizzes, Attendance, Participation, Short answers, reports, project, and Written exam

VII. Assignments:

No.	Assignments	Aligned CILOs (symbols)	Week Due	Mark
1	Homework Assignments	a1-5, b1-3, d1-3	Sporadic through the semester	10
2	Reports	c1-5, d1-3		

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VIII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes (CILOs symbols)
1	Quizzes, Attendance, Participation, reports	All weeks	10	10%	a1-5, b2-3, c1, c4-5,d1-3
2	Written Mid exam, Oral exam, reports, projects	2-14	30	30%	a1-5, b1, c2-3
3	Written Final exam	16th	60	60%	a1-5, b1-3, c1-5
Total			100	100%	

IX. Students' Support:

Office Hours/week	Other Procedures (if any)
2hrs/week	

X. Learning Resource (MLA style or APA style)S:

1- Required Textbook(s) (maximum two)

A book prepared by the staff members
Mickey C. Smith., 1991, Pharmaceutical Marketing: Strategy and cases. Haworth Press Inc .

2- Recommended Readings and Reference Materials

∴ Loyd, V Allen J.,2013, Remington: The Science and Practice of Pharmacy 22nd edition, Pharmaceutical Press, London.

Kotler, Philip, and Gary Armstrong., 2010, Principles of marketing. Pearson Education,.



3- Electronic Materials and Web Sites etc.	
	www.pubmed.com http://www.sciencedirect.com http://www.wikipedia.com https://scholar.google.com.eg/
4- Other Learning Material:	
	J. Pharm. Sci Published articles related to the discussed topics

XI. Facilities Required:	
1 - Accommodation:	<ul style="list-style-type: none"> - Well-equipped lecture halls with data show facilities, whiteboards, net connection, etc. - Well-equipped laboratories with all required equipment and reagents.
2 - Computing resources:	<ul style="list-style-type: none"> - Computer laboratory with internet facilities.
XII. Course Improvement Processes:	
1- Strategies for obtaining student feedback on effectiveness of teaching	
	<ul style="list-style-type: none"> ▪ Student-based assessment of the effectiveness of teaching using a questionnaire designed by the Quality Assurance Unit at the end of the semester. ▪ Meeting with students and faculty (once per semester).
2- Other strategies for evaluation of teaching by the instructor or by the department.	
	<ul style="list-style-type: none"> ▪ Assessment of the course syllabus and contents by the teachers using a questionnaire designed by the Quality Assurance Unit of the university at the end of the semester. ▪ Regular meeting and discussion of the course content between the Head of Department and the teaching staff of the course (for theory and practice).
3- Processes for improvement of teaching.	



	<ul style="list-style-type: none"> Revision of the course specification and its teaching strategies every three academic years after consideration of all issues raised by the teachers and/or students during regular meetings and discussions. Exploring any possible defects in the course that might be encountered by the teaching staff and their mitigation in subsequent improved versions of course specification.
4- Processes for verifying standards of students' achievement	
	<ul style="list-style-type: none"> Checking of a sample of students' work by an independent faculty member. Periodic exchange and check marking of a sample of students' assignments with a faculty member from another institution. Adoption of scoring rubrics to assess the students' achievement (both for ongoing or summative assessments). Regular follow-up of laboratory logbooks to assess the practical achievement of students.
5- Procedures for periodically reviewing of course effectiveness and planning for improvement	
	<ul style="list-style-type: none"> Student rating and feedback Peer rating and feedback Regular meeting of the Curriculum Committee of the faculty.
6- Course development plans	
	<ul style="list-style-type: none"> Conducting regular workshops for the staff for improving their course specification skills. Regular revision of course specification and syllabus items.

XIII. Course Policies: (including plagiarism, academic honesty, attendance etc)

The University Regulations on academic misconduct will be strictly enforced. Please refer to -----

1

Class Attendance:

- Attendance of all lectures and practical sessions is required. Unexcused absence exceeding 25% of the lectures or practical sessions will disqualify the student from entering the final exam.

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2	<p>Tardy:</p> <p>- Roll will be called in the very beginning of each lecture and practical class. Retardation for more than three weeks without a reasonable excursion, the student involved shall not be allowed to attend the class any longer and consequently shall be considered to be absent.</p>
3	<p>Exam Attendance/Punctuality:</p> <ul style="list-style-type: none"> ▪ Exam attendance is obligatory unless being excused by the department and faculty. ▪ Absence from assignments or exams will be dealt with according to the general policy of the university.
4	<p>Assignments & Projects:</p> <ul style="list-style-type: none"> ▪ Assignments: Written and oral; Laboratory logbook signed by the responsible demonstrator. ▪ Projects: Not applicable.
5	<p>Cheating:</p> <ul style="list-style-type: none"> ▪ Punishment of cheating will be according to the general policy of the university in this respect.
6	<p>Plagiarism:</p> <ul style="list-style-type: none"> ▪ Plagiarism in written essays, reports, etc. is not accepted, and students who plagiarize the works of others will be punished according to the general policy of the university.
7	<p>Other policies:</p> <ul style="list-style-type: none"> ▪ General policies of the Students' Affairs of the University and the Quality Assurance Unit.

Course Plan of Pharmaceutical Marketing

I. - Information about Faculty Member Responsible for the Course:

Name of Faculty Member	Prof Dr/ Mahmoud Mahyoob Alburyhi	Office Hours
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Location & Telephone No.	777970600	SAT	SUN	MON	TUE	WED	THU
E-mail	buryhi@yahoo.com			2hrs	2hrs		

II. Course Identification and General Information:						
1-	Course Title:	Pharmaceutical Marketing				
2-	Course Number & Code:	Ph21027				
3-	Credit hours: 2hrs	C.H				Total
		Th.	Seminar	Pr.	F. Tr.	
		2	-	-	2	
4-	Study level/year at which this course is offered:	Fifth year/Second semester				
5-	Pre –requisite (if any):	Pharmaceutics I-IV- Drug Delivery Systems				
6-	Co –requisite (if any):					
7-	Program (s) in which the course is offered	Bachelor of Pharmacy				
8-	Language of teaching the course:	English				
9-	System of Study:	Semesters				
10-	Mode of delivery:	Regular				
11-	Location of teaching the course:	Faculty of Pharmacy-Sana'a University				

III. Course description:

Understand the fundamental aspects of marketing and promotional activities in the healthcare sector. -Point out the relationship between marketing and finance. -Understand the fundamental aspects of pharmacy management. Develop good selling and negotiation skills.

IV. Intended learning outcomes (ILOs) of the course:

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At the end of this course, the students will be able to:

1. Learn the importance of pharmaceutical marketing in business
2. Know the importance of promotional activities in healthcare.
3. Identify different types of pharmaceutical marketing analysis
4. Describe the balance sheet and operating income management.
5. Report different types of marketing analysis.
6. Illustrate market needs.
7. Recognize and control pharmacy business.
8. Manage the relationship with customers
9. Handle of balance sheet and operating income management
10. Analyze product life cycle
11. Assess Marketing plan and planning.
12. Assess Stock management skills.
13. Employ good selling and negotiation skills.
14. Retrieve curriculum vitae.
15. Develop good relationships with the customers.
16. Arrange Presentation and interviewing skills.

V. Course Content:

1 – Course Topics/Items:

a – Theoretical Aspect

Order	Topic List / Units	CILOs (symbols)	Sub-topic List	Number of weeks	Contact hours
1	Introduction to pharmaceutical marketing	a1, b1	Methods of Economic Evaluation	1	2
2	Marketing definition and importance	a3, b1,a2	The professional sales person	1	2
3	pharmaceutical Marketing promotional mix and promotional activities in the	a2	Communication	1	2
4	Element of pharmaceutical marketing plan and planning	b1, c3	Marketing Plain and Marketing Mix	1	2
5	pharmaceutical Marketing analysis	a3, a5	Selling	1	2

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6	Management of product life cycle	c2	Definitions, classifications	1	2
7	Mid-term exam	a1-5, b1, c2-3		1	2
8	Finance and accounting – relationship between marketing and finance	b1, b2	Electronic Information Management	1	2
9	Managing profitability of business/brand	b2	Definitions, classifications	1	2
10	Balance sheet and operating income management	a4, c1	Definitions, classifications	1	2
11	Pharmacy management- category management	c2, c5	Definitions, classifications	1	2
12	Merchandizing and stock management	b2, c4	Definitions, classifications	1	2
13	Skills development- selling and negotiation skills	b3, c5,d2,d3	Definitions, classifications	1	2
14	Interviewing skills	b3, b2, b3	Applications	1	2
15	Writing Curriculum Vitae	d1	Professional Writing	1	2
16	Final-term exam	a1-5, b1-3, c1-5		1	2
Number of Weeks /and Units Per Semester				16	32

VI. a- Teaching strategies of the course:

Lecture method, Group Discussion, Problem solving sessions, tutorials and brainstorming.

b-Assessment Methods:

Oral Exam, Quizzes, Attendance, Participation, Short answers, reports, project, and Written exam

VII. Assignments:

No.	Assignments	Aligned CILOs (symbols)	Week Due	Mark
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1	Homework Assignments	a1-5, b1-3, d1-3	Sporadic through the semester	10
2	Reports	c1-5, d1-3		

VIII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes (CILOs symbols)
1	Quizzes, Attendance, Participation, reports	All weeks	10	10%	a1-5, b2-3, c1, c4-5, d1-3
2	Written Mid exam, Oral exam, reports, projects	2-14	30	30%	a1-5, b1, c2-3
3	Written Final exam	16th	60	60%	a1-5, b1-3, c1-5
Total			100	100%	

IX. Students' Support:

Office Hours/week	Other Procedures (if any)
2hrs/week	

X. Learning Resource (MLA style or APA style)S:

5- Required Textbook(s) (maximum two)

A book prepared by the staff members
Mickey C. Smith., 1991, Pharmaceutical Marketing: Strategy and cases. Haworth Press Inc .

6- Recommended Readings and Reference Materials

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	.: Loyd, V Allen J.,2013, Remington: The Science and Practice of Pharmacy 22nd edition, Pharmaceutical Press, London.
	Kotler, Philip, and Gary Armstrong., 2010, Principles of marketing. Pearson Education,.
7- Electronic Materials and Web Sites etc.	
	www.pubmed.com http://www.sciencedirect.com http://www.wikipedia.com
	https://scholar.google.com.eg/
8- Other Learning Material:	
	J. Pharm. Sci Published articles related to the discussed topics

XI. Facilities Required:	
1 - Accommodation:	- Well-equipped lecture halls with data show facilities, whiteboards, net connection, etc. - Well-equipped laboratories with all required equipment and reagents.
3 - Computing resources:	- Computer laboratory with internet facilities.
XII. Course Improvement Processes:	
6- Strategies for obtaining student feedback on effectiveness of teaching	
	<ul style="list-style-type: none"> ▪ Student-based assessment of the effectiveness of teaching using a questionnaire designed by the Quality Assurance Unit at the end of the semester. ▪ Meeting with students and faculty (once per semester).
7 Other strategies for evaluation of teaching by the instructor or by the department.	

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ا.م.د. هدى العماد

عميد الكلية
د.خالد الشوبية

رئيس القسم
ا.د. ماجد علوان

نائب العميد لشؤون الجودة
ا.د. محمود البريهي

الموصف



	<ul style="list-style-type: none"> Assessment of the course syllabus and contents by the teachers using a questionnaire designed by the Quality Assurance Unit of the university at the end of the semester. Regular meeting and discussion of the course content between the Head of Department and the teaching staff of the course (for theory and practice).
8- Processes for improvement of teaching.	
	<ul style="list-style-type: none"> Revision of the course specification and its teaching strategies every three academic years after consideration of all issues raised by the teachers and/or students during regular meetings and discussions. Exploring any possible defects in the course that might be encountered by the teaching staff and their mitigation in subsequent improved versions of course specification.
9- Processes for verifying standards of students' achievement	
	<ul style="list-style-type: none"> Checking of a sample of students' work by an independent faculty member. Periodic exchange and check marking of a sample of students' assignments with a faculty member from another institution. Adoption of scoring rubrics to assess the students' achievement (both for ongoing or summative assessments). Regular follow-up of laboratory logbooks to assess the practical achievement of students.
1⁰- Procedures for periodically reviewing of course effectiveness and planning for improvement	
	<ul style="list-style-type: none"> Student rating and feedback Peer rating and feedback Regular meeting of the Curriculum Committee of the faculty.
6- Course development plans	
	<ul style="list-style-type: none"> Conducting regular workshops for the staff for improving their course specification skills. Regular revision of course specification and syllabus items.



XIII. Course Policies: (including plagiarism, academic honesty, attendance etc)

The University Regulations on academic misconduct will be strictly enforced. Please refer to -----

1	<p>Class Attendance:</p> <ul style="list-style-type: none"> Attendance of all lectures and practical sessions is required. Unexcused absence exceeding 25% of the lectures or practical sessions will disqualify the student from entering the final exam.
2	<p>Tardy:</p> <p>- Roll will be called in the very beginning of each lecture and practical class. Retardation for more than three weeks without a reasonable excursion, the student involved shall not be allowed to attend the class any longer and consequently shall be considered to be absent.</p>
3	<p>Exam Attendance/Punctuality:</p> <ul style="list-style-type: none"> Exam attendance is obligatory unless being excused by the department and faculty. Absence from assignments or exams will be dealt with according to the general policy of the university.
4	<p>Assignments & Projects:</p> <ul style="list-style-type: none"> Assignments: Written and oral; Laboratory logbook signed by the responsible demonstrator. Projects: Not applicable.
5	<p>Cheating:</p> <ul style="list-style-type: none"> Punishment of cheating will be according to the general policy of the university in this respect.
6	<p>Plagiarism:</p> <ul style="list-style-type: none"> Plagiarism in written essays, reports, etc. is not accepted, and students who plagiarize the works of others will be punished according to the general policy of the university.
7	<p>Other policies:</p> <ul style="list-style-type: none"> General policies of the Students' Affairs of the University and the Quality Assurance Unit.