

The Impact of Applying Electronic Management System on the English Language Level: A Case study at Cihan University

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Abstract: This research shows the advantages of applying electronic management techniques and their effect on the English language level at Cihan University – Erbil in the Kurdistan Region through discussions and checking lists, reading documents of Cihan University - Erbil, and also the comparison with the experiences of regional and international universities which have a long history in the field of electronic management. The researchers illustrate the great benefits and importance of the electronic management in many aspects of the administrative activity of the university, however these benefits might entail some of the negatives that can be by passed when using information and communication technologies in an efficient and effective way, as well as when there is a good infrastructure which we can use it to increase the English level of Cihan students.

To achieve the required advantages for Cihan University when applying electronic management, with a measurement of the usefulness of those advantages compared with the costs which should be afford by the university. The researchers use the academic style in the case study by distributing a check list form to a number of workers in the university and analyse mathematically, with a number of personal interviews with heads of departments, as well as the usage of descriptive approach by referencing to the literature through books, research and reviewing experiences of countries in order to reach the most important advantages of applying electronic management. The results of the study shows many important points, important of the electronic management is

not a very complex science and it will become a perquisite requirement that must be applied to all the universities in Kurdistan Region due to its fertile , good infrastructure and the quality of the available surrounding environment and conditions.

Keywords: *Electronic Management, English Language, Cihan University.*

I. RESEARCH METHODOLOGY

Research problem

The key problem arises from if we will use the electronic form to contact with the student that will affect on their English language specially the first year student. Also the delay and confusion in the traditional work, especially nowadays due to availability of information communication infrastructure and the lack of using the modern perspective with the logical stages that are consistent with the work procedures, as Cihan university may use the internet network to link the students / workers to facilitate the processing, as well as to ensure the smooth flow of work.

Research Objectives

The current study opts to achieve the following objectives:

1. To explain the concept of electronic management.
2. To illustrate the benefits of using electronic management.
3. To give Cihan university forward steps to transform the traditional work into electronic work.
4. To decrease the cost of English language courses.
5. To use the infrastructure of information and telecommunication efficiently.

Research Methods

The research adopts the case study methodology as an aid approach of the comprehensive selection and the analysis of

the research problem. The check list has been distributed on Cihan University staff and then analysed mathematically. While, the interviews had been conducted with the heads of departments.

Research Importance

The research sheds lights on the importance of field research, tackling the exciting problems of this study by using the infrastructure of communication network at Cihan University which in turn facilitates its work and it will affect on the English level of the student of Cihan University.

Research Hypotheses

All the requirements are available at Cihan University – Erbil to apply the electronic management successfully.

II. ELECTRONIC MANAGEMENT

The Concept of Electronic Management

The concept of electronic management is considered modern compared to other concepts and has a high importance especially in the rapid developments in information and communication technologies, defined by Ridha and Abdulrahman as the concept that includes the use of information and communication technologies through the interaction between individuals and businesses with the government and the contribution of individuals in the decision-making process, and finding the ways access to information, increase transparency, strengthening civil society[1], and defined by Thabit and Harjan as application of information and communication technologies in all educational administrative structures to implement all the work electronically[2], but Thabit et al. view it as convert all of traditional administrative matters (long procedures using papers) to the works of electronic services are performed at high speed and audit using management techniques and so-called paperless administration[3], while Hadj Aissa et al. provide further explanation by saying that the electronic management is a set of regulatory processes linking the beneficiary and the sources of information by electronic means to achieve the goals established by the planning, production, operation and follow-up, development and the beneficiary is the references in government departments, or the client's business, or employee of any organization[4], and Millar recalled that the idea of electronic management goes far beyond the concept of mechanization departments work within the institution[5], to the concept of integration of data and information between the different and multiple departments and the use of such data and information to guide and procedures work of the Foundation's policy towards its goals and provide the flexibility needed to respond to the variables successive either internal or external[6].

Pros and Cons of the Electronic Management

1) Pros of the Electronic Management

Rushton says in each administrative concept there are many pros and Cons that surround it, however the pros of electronic management can be[7]:

1. Providing central depository of knowledge.
2. Reduce costs.
3. Increasing the security and integrity of the data.
4. Customer satisfaction.

But Al-Asady says the pros of the electronic management are[8]:

1. Reduce the cost of procedures (administrative) and related operations.
2. Managing and following up the various departments of the institution as if they central unit.
3. Reduce impediments to decision-making by providing data and information to the beneficiaries immediately.
4. Increase the efficient work of the administration, through its handling with individuals and institutions.

Almutairi was viewing that the electronic management characterized by the following positive aspects[9]:

1. Speed: The use of information and communication technologies would make the process faster in administrative contact, as the Internet and cellular phones and smart computer information network PCs can reduce the time it takes to transfer administrative orders and communications.
2. Cost reduction: The cost of electronic communication is very cheap approach with traditional communications such as Post.
3. Transparency: The use of information and communication techniques in the field of management that would add the transparency of its procedures, where they can be within the reach of the hands of the public, beneficiaries and immediately.
4. Accountability: The introduction of ICT (information and communication techniques) into action electronic management will lead to the ease of doing surveillance and accountability which makes them gain the confidence of customers and beneficiaries.

Faaeq et al. add that the electronic management is not committed to a specific place and time, where an employee can to deal with the administrative procedures even when he/she it away from the organization, as it allows flexibility in implementation as well as the possibility of changing the future plans because of the potential expectations^{[10], [11]}.

2) Cons of the Electronic Management

Rushton says that electronic management has many Cons that would reduce the effectiveness of this concept, as the electronic management of several disadvantages are[7]:

1. Not knowing the workers need to be trained.
2. To be the provision of financial allocations for the purchase of modern technologies.
3. Low level of safety with regard to confidentiality and integrity of information.

Al-Asady argues that the Cons of the electronic management are[8]:

1. Electronic eavesdropping and the loss of safety.
2. Paralysis of the administration because of the direct transition from the traditional to electronic.
3. Increasing the dependence on outside.

Faaeq et al. remark that are many issues negatively affecting an electronic management which [10], [11]:

1. It must provide the infrastructure for information and communications technologies.
2. The organization resistance to change and to shift from traditional methods to electronic methods.
3. The electronic gap between the young generations and generations of the elderly in the organization as well as between developing countries and advanced countries.

The Dimensions of Electronic Management

A lot of researchers and scholars provide many various opinions about the most important dimensions of the electronic management, among them[1], [12], [13]:

1. Customer Dimensions: This dimension is the extent of knowledge of the organization to the customer's requirements, where it is certain that customers' desire summed up that the organization works best, as is the case when the payment of taxes and renewal of a vehicle license and payment of water and electricity fees, etc.
2. The Dimensions of the Business: This dimension is in the way of the department's contribution to the improvement of the business climate and provides advantages to the organizations; these organizations have been using the electronic commerce and electronic communication among themselves thereby achieving further gains and at discounted costs and improved quality of services.
3. The dimensions of the state: state can change the perception of customers in connection with the bad quality of public service provided and the suffering that they face to get them, as the state can Restore

confidence and the trust of individuals and customers through the pursuit of new policies directed to them make to make them feel meet their needs and solving their problems which contributes to ease of living and reduce the burden of the life which facing them.

Raho et al. said the dimensions of the electronic management are[13]:

1. The dimensions of Paperless management: where the electronic management depends on the electronic archive, e-mail, evidence, laptops devices, electronic systems and voice messages and applications, and follow-up mechanism.
2. The dimensions of remote management: As the electronic management depends on communication and information technologies, the organization that implements the electronic management can be administered remotely.
3. The dimensions of real time: The electronic management can make from the organization a cell work, working 24 hours continuously.
4. The dimensions of constant surveillance: the first steps for electronic management to be carried out to achieve the electronic government which enables management to monitor employees and procedures at any time and from anywhere.

III. THE PRACTICAL ASPECTS

Overview of Cihan University – Erbil:

Cihan University is a private English-speaking institution, one of the first and finest universities established in Erbil, Kurdistan, Iraq. It was approved by the Kurdish Ministry of Higher Education and Scientific Research in 2006 and operated for the first time in 2007[14].

Spread over 127.000 m², the university campus consists of newly-built, modern, fully-equipped and spacious complex of buildings which hosts its academic departments, administration offices and student service facilities.

Cihan University offers undergraduate degrees in Law, Business Administration, Accounting & IT, Communication & Engineering, Computer Science, International Relations, Architecture Engineering, Biology, Graphic Design and English.

University Plan

Cihan University has worked hard since its establishment in 2007 to set strategic plans in the fields of education and scientific research to serve the society and to develop it as well as develop the performance. The university has become a place where the students' personalities are built in addition to receiving knowledge to prepare them for the coming real

life. Development and continuous change have become the only consistent marks in our life. The main mission of Cihan University in education aims at spreading the informational awareness in Kurdistan and Iraq and providing the youths with everything concerning knowledge and learning to face the contemporary huge development in age of technology^[15].

The plans and programs include:

1. Applying the concerned regulations and rules.
2. Activating the system of academic orientation.
3. Following up the graduates by a specialized section, namely (graduates affairs section).
4. Launching new specialized departments due to the needs of the society and the official directorates.
5. Activating the system of the continuous teaching.
6. Encouraging the students to take the responsibility of their study and to continue their learning.
7. Transferring towards the electronic learning. Providing the continuous back up for students.
8. Adopting the academic standards in developing the library and laboratories.
9. Updating the educational programs to match the requirements of labor market.
10. Preparing the infrastructure, the laboratories, and the classrooms to simulate the standards of learning quality assurance.
11. Launching higher education in different specializations.
12. Preparing a suitable environment to organize the scientific conferences and practice cultural, literary, and sports activities.
13. Organizing relations, protocols, and cultural and scientific deals with international universities.
14. Putting research plan for the departments related to the university plan.
15. Publishing a refereed prestigious scientific journal.
16. Holding the annual scientific conferences related to the departments and to the needs of the society and the governmental institutions.
17. Organizing the scientific symposiums and software fairs to maintain academic relations, deepen cooperative concepts, and raise the scientific level in Kurdistan and Iraq.
18. Activating shared research among counterpart departments and colleges providing the tools and instruments.
19. Attracting the local, regional, and international research projects.
20. Supporting and marketing the distinguished researches.
21. Holding courses in computer, accounting, banking, finance, legality, and English.
22. Pushing the governmental institutions to train the students during summer break and through the field trips.

University Study System

Cihan University adopts the two semesters per year system. Each semester is sixteen weeks one for the mid-term exams. The language of teaching in the university is English except the departments of Law and the department of International Relations where Arabic is the language of teaching. The university offers an intensive course in English through a well-developed teaching method [14].

Quality Assurance of Teaching

The university includes within its body the Division of quality assurance which aims to follow up the implementation of the activities of the university to ensure the quality of education in the university, and thus access to the ultimate goal of preparing graduate who are highly qualified, and be able to keep pace with developments, which makes the graduate desirable by employers in the labour market [16].

Quality Assurance Division at the university is keen on pursuing the teaching process in the university departments in all its details and prepares mechanism and educational orientation programs for teachers and staff through lectures and workshops concerning teaching methods and ways to develop the university professor.

The quality assurance division is also keen on giving guidance to the faculty members to work according to specific mechanisms of action and clear academic programs that include the academic counselling and creating the Course Book, in addition to questionnaires answered by students and conforming with administrative regulations, particularly the academic ones and the list of personnel and student discipline.

The division also aims through these activities to the arrival of the university to a high level of academic and technical quality; any create an educational environment so as to bring the University of at a level that it stands on equal footing with international universities.

There is a committee to ensure the quality of education at the university headed by University president and the membership of the head of the department of Quality Assurance and representatives from the Departments of those who do not have administrative positions and they are entitled to follow and implement a quality education program in their respective departments.

University Buildings and Infrastructure

The university occupies a space of 127,800 square meters and includes buildings, gardens, green courts, dormitories,

and gymnasium to form one big university unit. The campus includes [15]:

1. A special four-floor building for the presidency of the university on a space of 500m²
2. Nine buildings of (1800 m² to 2400 m²) which include:
 - 86 class halls (42 m²) and (63 m²) which have a capacity of (63, 56, and 42) students.
 - 20 specialized laboratories.
 - A simulating court for legal applications.
 - Two big conference halls (VIP halls) of (156 and 110 capacity) equipped with audio-visual technologies.
 - A big hall for seminars and lectures.
 - The Library.
 - The internet unit.
3. Two buildings of 800m² for students clubs.
4. A cafeteria of 250 m².
5. Coffee shop of 200 m².
6. Sport Facilities:
 - Football stadium (of 2500 fans capacity).
 - Track Field.
 - Covered sport hall for basketball, handball, etc.
 - The swimming pool (capacity of 400 fans).
 - Hall for electronic games.
7. Parking area for the teaching staff.
8. Storage halls.
9. Administrative and service units.
10. Dormitory for girls.
11. Roman theatre.
12. Gardens and green spaces.

Faculties and Colleges

1. Faculty of Engineering
 - Department of Architectural Engineering
 - Department of Communication and Computer Engineering
 - Department of Civil Engineer
2. Faculty of Law and International Relations
 - Department of Law
 - Department of International Relations and Diplomatic
3. Faculty of Arts and Letters
 - Department of English
 - Media Department
 - Translation Department
4. Faculty of Administration and Financial Science
 - Department of Accounting
 - Department of Banking and Financial Science
 - Department of Business Administration
 - Department of Health Administration
5. Faculty of Science

- Department of Biology
- Department of Computer Science

Requirements of Applying Electronic Management in Cihan University:

There are several substantial requirements for applying electronic management in small Cihan University that can be summarized as follows [17], [18]:

1. Upper management's commitment to support and adopt electronic management project.
2. Strategic planning for the transition towards the digital world.
3. Development of an integrated plan for comprehensive communication between all quarters.
4. Focus on the study of the needs of customers and satisfy them.
5. Concern to workers who provided electronic management services.
6. Integrated study of the procedures and rates of performance.
7. Focus on the interconnection systems services.
8. Focus on the technical capabilities.

		Correlations				
		FC	TT	HC	AD	ITS
FC	Pearson Correlation	1	.790**	.646**	.545**	.018
	Sig. (2-tailed)		.000	.000	.000	.824
	N	151	151	151	151	151
TT	Pearson Correlation	.790**	1	.697**	.679**	.057
	Sig. (2-tailed)	.000		.000	.000	.488
	N	151	151	151	151	151
HC	Pearson Correlation	.646**	.697**	1	.696**	.059
	Sig. (2-tailed)	.000	.000		.000	.468
	N	151	151	151	151	151
AD	Pearson Correlation	.545**	.679**	.696**	1	.185*
	Sig. (2-tailed)	.000	.000	.000		.023
	N	151	151	151	151	151
ITS	Pearson Correlation	.018	.057	.059	.185*	1
	Sig. (2-tailed)	.824	.488	.468	.023	
	N	151	151	151	151	151

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

This study tries to verify the aim of the project which is the possibility of generalizing the experience of e-management in Cihan University to all public and private sectors in the region of Kurdistan.

To achieve this purpose, the researcher will tackle a set of effecting factors mainly: Financial requirements (FC), Technical requirements (TT), Human requirement (HC) in addition to the role of Information Technology (IT).

The correlation between these factors and e-management is regarded as indicator to the successful of potential applying of e-management in other institutions. Therefore, correlation is very essential to see the nature of the relation between e-

management with other administrative variables. The analysis shows the following:

1. Financial Requirements (FC)

- The financial requirements interact with the need of technology (79%), as financial capacity provides the technology and technology needs financial requirements. It is mutually required.
- Financial requirements of e-managements require human resources and human expertise to manage such electronic system of the management. This is clear as the percentage of (64.6%) shows that.
- The low percentage is (0.18%) which is dedicated to the role of information technology; the possibility of adopting an informational system is not expensive and very crucial.

2. Technological Requirements (TT)

- (79%) is the degree of relation between the financial ability of the institution and the presence of technological means.
- (69.7%) is the need of human minds to operate and manage the technical structures of the e- management.
- While only (0.5%) think that information technology is essential; this is due to the simplicity of IT and their perspective here is purely financial.

3. Human Requirements (HC)

- (64.4%) is the percentage of human requirements regarding the financial capacity; the human staff salary and their living needs to go on in their e-management works.
- (69.7%) is the possibility of technical presence in the case of the presence of human agent workers who manage the system of the e-management.
- (0.5%) only is the correlation between the human requirements and the (IT) which means that the possibility of applying IT as a sort of e-management is very flexible and easy.

4. Informational Technology (IT)

- These shown percentages (0.1%) for FC, (0.5%) for TT and (0.5%) for HC. Such rates show respectively the possibility of IT Applications which means that IT is not expensive (FC); not complicated (TT) and very easy and approximately is automatically managed (HC).

- All these results encourage the efforts to apply (IT) in the private and public sectors.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.904	.283		10.263	.000
	FC	-.052	.124	-.057	-.418	.677
	TT	-.045	.142	-.049	-.316	.752
	HC	-.074	.113	-.083	-.654	.514
	AD	.262	.104	.306	2.515	.013

a. Dependent Variable: ITS

Coefficient is a mathematical means to measure the degree of effect between the factors of the study.

This measurement shows that the highest effect belongs to human requirements (65%). which means that in the case of the mismanagement of this e-management system may lead to the failure of the potential application. Choosing qualified and skilful employees is very essential in the success of e-management.

Financial requirements show that (41%) is the degree of effect on the possibility of e-management applications. This shows that the financial ability is a very essential value in the e-management system.

Technological requirements affect only (31%) on the potential application of e-management such as the requirements of providing computers, internet access and other technological issues.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.662	4	1.415	1.832	.126 ^a
	Residual	112.782	146	.772		
	Total	118.444	150			

a. Predictors: (Constant), AD, FC, HC, TT
b. Dependent Variable: ITS

ANOVA test is another statistical and mathematical measurement to verify the correctness of the study data and the truth or null of the study hypotheses.

The test shows (1.8) which means there is a credible compatibility in the data of the study with the study hypotheses.

To sum it up, the study verified that " All the requirements which are available in Cihan University – Erbil is possible applicable to other governmental and individual institutions as a model e-management system" which affect on the students level.

IV. CONCLUSION

- Techniques and communication are considered the most important modern science that affected explicitly many other branches of knowledge due to their wide prevalence and easiness to apply.
- Electronic management can provide central depository of knowledge, it reduces costs and increase the security and integrity of the data with full customer satisfaction.
- These shown percentages (0.1%) for FC, (0.5%) for TT and (0.5%) for HC. Such rates show respectively the possibility of IT Applications which means that IT is not expensive (FC); not complicated (TT) and very easy and approximately is automatically managed (HC). All these results encourage the efforts to apply (IT) in the private and public sectors to achieve the effect on students level.
- The use of advanced IT techniques such as cloud computing can be useful for applying in educational institutes, so the researchers can prepare in the future many papers in this field.

V. DECLARATION

All authors have disclosed no conflicts of interest and the project was self-funded

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