

Programme document

BA (Hons) Communication, Media and Journalism

Academic Year

1. PROGRAMME INFORMATION	
Title of the final award	BA (Hons) Communication, Media and Journalism
Code	OUBa016
Awarding Body	Open University of Mauritius
Department/Faculty	Communication and IT
Programme Manager	Mr. Ballah Permall
Administrative contact point	
Programme duration	<i>Minimum 3 Years Maximum 6 Years</i>
Total Credits	180
Credits per year	<i>60 credits Minimum number of credits per semester: 20 Maximum number of credits per semester: 40</i>
MQA NQF level	Level 8
EHEA level	Level 6
External Accreditors	NA
Collaborative Partners	NA
Programme approval date	TBC
Last revision	NA
Last update	NA

2. ENTRY REQUIREMENTS	
General:	<p>General Entry Requirements under Direct Entry to Undergraduate Programmes Applicants should fulfill the following conditions:</p> <p>OPTION 1: Cambridge School Certificate with at least three credits or equivalent and either Two passes at Principal Level (A-Level) (in appropriate subjects as indicated in the specific programme requirements) or An appropriate equivalent Diploma/Certificate/Foundation programme approved by the Open University of Mauritius.</p>

	<p>Learners who do not qualify under option 1 may register for Foundation Courses offered by OU. Learners must complete eight modules at the level of foundation to be eligible to apply for undergraduate programmes.</p> <p>OPTION 2: Submission of a comprehensive portfolio for possible recognition of prior learning/experience (RPL/RPE) as an alternative to above along with evidence for the language/numeracy/ICT skills required for the programme of study with a minimum of Cambridge School Certificate with at least three credits or equivalent.</p>
Programme specific:	None.

3. PROGRAMME OVERVIEW	
Aims and objectives of the programme:	The programme aims to broaden your understanding of current and emerging communication technologies in the field of media. It will equip you with analytical skills to engage critically with media texts in the mediated world. Students taking this degree will acquire subject knowledge and technical skills for a challenging career within the media, advertising, marketing and public relations industries.
Intended Learning outcomes: After successfully completing this programme students will be able to:	
Knowledge and understanding	<p>K1: Explain the fundamental and theoretical knowledge of the media and communication industry;</p> <p>K2: Apply the appropriate key skills and techniques within the communication and media-related environment;</p> <p>K3: Discuss the processes involved in creating the corporate identity of an organisation;</p> <p>K4: Assess how cultural factors influence media in society;</p> <p>K5: Construct a wide variety of written and visual texts.</p>
Cognitive skills	<p>C1: Reflexively evaluate and analyse information and abstract concepts with a critical mind;</p> <p>C2: Analyse and synthesise information when supporting an explanation;</p> <p>C3: Reflexively evaluate own creative works.</p>
Practical/ Professional Skills	<p>P1: Manage the process of communication in a dynamic social and business environment;</p> <p>P2: Construct appropriate media texts for print, broadcast and digital media;</p> <p>P3: Use media production technologies;</p> <p>P4: Apply basic technical skills to pre-production, production and post-production stages.</p>
Transferable skills	<p>T1: Communicate ideas and arguments effectively orally, visually and in writing in a business environment;</p> <p>T2: Work both independently and in a team environment to carry out a project to achieve productivity;</p> <p>T3: Present and defend ideas orally and in writing;</p> <p>T4: Apply the grounded theory of media to production practice.</p>

4. PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)
N/A

5. LEARNING AND TEACHING STRATEGY
<p>Learning and teaching methods: The programme will employ a wide variety of teaching methods, including face-to-face tutorials, interactions with tutors through the e-learn platform, individual or group discussions and presentations, seminars, labs, workshops, audio and video production and writing of essays. You will get the opportunity to interact with media practitioners and researchers in the field of Media and Communications with a focus on employability and awareness of the demands of the media and communications industries.</p> <p>The University also provides a learning environment with facilities such as computer labs and a dedicated Media Suite consisting of a TV and Radio Studio, Control Gallery, and Editing Suite.</p>
<p>Research supervision: In the final part, students will undertake a dissertation in the field of communication, media and journalism, supervised by one of our tutors with expertise in the area of the dissertation topic. Students will have the opportunity to meet with the supervisor to explore the topic, receive guidance on the research and receive feedback on the work as it progresses.</p>
<p>Overall Workload: Your overall workload as a student consists of independent learning, e-learning activities and, if you choose to, face-to-face sessions. The following gives you an indication of how much time you will need to spend on the different components of your programme at each level. Each ECTS credit taken equates to 25 hours of study time.</p> <p>The expected study time for this programme will be as follows:</p> <p>Year 1: 1,500 hours for 60 ECTS credits. Year 2: 1,500 hours for 60 ECTS credits. Year 3: 1,500 hours for 60 ECTS credits.</p> <p>Typically, for each year of your degree, you will spend 0-10% of your time in face-to-face sessions, 30-40% of your time engaging with e-learning activities and 60% of your time in independent study time.</p> <p>A typical study week for a student will involve some optional face-to-face sessions, required engagement in an online discussion forum, the completion of online activities and independent study time to review attached readings, textbooks and relevant sections of the module document. Students should expect to devote 8 to 12 hours of study time per week per module.</p>

6. ASSESSMENT STRATEGY
Assessment Methods
Several assessments are based on techniques that emulate professional practice such as the production of video and audio programs, graphics such as posters and leaflets, journalist articles and critical essays, individual and team-based assignments
100% coursework
Academic Feedback
A detailed range of feedback is provided for summative and formative assessments. Details how feedback will be linked to marking criteria and indicate timescale within which feedback will be provided for each assessment and how the student will access this feedback.
The university policy on assessment feedback and guidance on provisional marks can be found in section 15 of rules and regulation/undergraduate handbook: http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf
Late submission, Extension, and Re-sit Policy
The university policy on late submission, Extension, and re-sits can be found in section [insert] respectively of the Rules and Regulation/undergraduate handbook: insert link
Special Circumstances
The university policy on special circumstances can be found in section [insert] of the Rules and Regulation/undergraduate handbook: insert link
Continuous assessment and Exam Regulations
The university regulations on continuous assessment and examination can be found in sections 17 and 20 of the Rules and Regulation/undergraduate handbook: http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf

7. ACADEMIC MISCONDUCT
As a safeguard to the quality and standard of Open University’s qualifications and awards, the university takes any incidence of academic misconduct seriously and will investigate any reported case.
Academic Misconduct refers to any activity where a student, through unpermitted means, seeks to gain an advantage in the completion of an assessment. Any unpermitted action will be considered as academic misconduct when occurring during a formal examination, a TMA, or any other form of assessment considered by the Board of Examiners and undertaken in pursuit of a University qualification or award.
Plagiarism (using, intentionally or unintentionally another’s person works and presenting it as its own) will be systematically checked through an automated plagiarism detection software: Turnitin. See section 30 http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf

For a list of all academic misconducts see section 23.3 of the University Regulations.

Any suspected cases of academic misconduct will be reported and investigated. Academic misconduct offences, may lead to suspension or expulsion from the University.

The university regulations on Academic Misconduct can be found [section 17
<http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf>]

8. PROGRAMME STRUCTURE

C= Core i.e. modules that must be taken to be eligible for the award

E = Electives i.e. module chosen by the student from a range of listed optional modules

S1 = Semester 1

S2 = Semester 2

S3= Semester 3

S4 = Semester 4

S5 = Semester 5

S6 = Semester 6

Year 1 – Level 5 (NQ-MQA) – Short cycle Introductory (level 4 QF-EHEA)				
All core modules must be taken				
Code	Module Title	Type	Semester	Credits
OUBA016111	Introduction to Media and Communication	C	S1	6.5
OUBA016112	Academic Literacies	C	S1	3
OUBA016113	Introduction to Journalism	C	S1	6.5
OUBA016114	Audio- Visual Production 1- Introduction	C	S1	6.5
OUBA016115	Techniques d’Expression Orale et Ecrite or Communication Orale et Ecrite (100% Course Work)	C	S1	3
OUBA016121	Organisational Communication	C	S2	7.5
OUBA016122	Business Communication	C	S2	4
OUBA016123	Public Relations 1	C	S2	7.5
OUBA016124	Audio- Visual Production 2- Scriptwriting for Media	C	S2	7.5
OUBA016125	Media and Popular Culture	C	S2	8
Credit Total				60

Year 2 – Level 6 (NQ-MQA) – Short cycle Intermediate (level 5 QF-EHEA)				
All core modules must be taken				
Code	Module Title	Type	Semester	Credits
OUBA016211	Principles of Journalism	C	S3	7.5
OUBA016212	Public Relations 2	C	S3	7.5
OUBA016213	Communication Theories	C	S3	7.5
OUBA016214	Audio- Visual Production 3 (Video Workshop)	C	S3	7.5
OUBA016221	Media Law and Ethics	C	S4	7.5
OUBA016222	Audio- Visual Production 4 (Audio Workshop)	C	S4	7.5
OUBA016223	Principles of Advertising	C	S4	7.5
OUBA016224	Business Research Methods	C	S4	7.5
Credit Total				60

Year 3 – Level 7/8 (NQ-MQA) – 1st Cycle Honours (level 6 QF-EHEA)				
All core modules must be taken				
Code	Module Title	Type	Semester	Credits
OUBA016311	Elements and Principles of Graphics Design	C	S5	6.5
OUBA016312	Media, Culture and Society	C	S5	7.5
OUBA016313	Intercultural Communication	C	S5	7.5
OUBA016314	Marketing Communication	C	S5	6
OUBA016315	Dissertation	C	S5	10
OUBA016322	Political Communication	C	S6	7.5
OUBA016323	Web Development and Design	C	S6	7.5
OUBA016324	Media Literacy	C	S6	7.5
Credit Total				60

Overall Programme Credit Total	180
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9. GRADING			
Grading system:			
Assessments are graded in percentage and correspond to a letter grade and a grade point.			
To pass a module students need an overall 40% weighted average of their combined continuous assessment and examination.			
Marks (x) %	Description	Letter Grade	Grade point
X ≥ 70	Excellent	A	5
60 ≤ X < 70	Very Good	B	4
50 ≤ X < 60	Good	C	3
40 ≤ X < 50	Satisfactory	D	2
X < 40	Ungraded	U	0

Non-graded/pending	See section 17.1.1 in assessment rules and regulations for pending grades letter codes
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To pass a module students need an overall 40% weighted average of their combined continuous assessment and examination. All components of TMAs will have to be submitted and examinations sat to pass the module.

Students will normally not be allowed to postpone more than two modules for the following semester.

If a student obtains grade “U” in three or more modules in the same semesters, and the CPA is below 40 for that semester, the student will be requested to repeat the semester unless decided otherwise by the Academic Council upon the recommendation of the Board of Examiners. When repeating a semester, a student may or may not take the modules for which Grade C or above have been obtained.

If after completing a level the student’s CPA < 40, the student will have to repeat the entire academic year and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake 3 module(s) for which Grade C or above has been obtained.

Students will not be allowed to repeat more than two semesters during the entire duration of the programme .

University general marking criteria for undergraduate exams and undergraduate dissertations can be found in the Undergraduate Handbook, [insert section and link]

Cumulative Point Average (CPA):

Total CPA for Undergraduate degrees is calculated by:

- a) multiplying the module credit by the % marks for the module and then summed up and divided by the total credits attempted over the cumulative period at each level (1 semester or 1 year). AND
- b) Taking the weighted average of the obtained CPAs at each level. The respective weights being set as follow: the CPA of level 5 modules (year 1) will be weighted at 15% (0.15), the CPA of level 6 modules (year 2) will be weighted at 35% (0.35) and the CPA of level 7/8 modules (year 3 and/or 4) will be weighted at 50% (0.5).

Example calculation of the CPA at level 5 for undergraduate programmes:

Course Level 5	% Scores	ECTS Credit unit	Module Credit x % Score
BAXX1	64	7.5	64*7.5 = 480
BAXX2	71	7.5	71*7.5 = 533
BAXX3	44	7.5	44*7.5= 330
BAXX4	59	7.5	59* 7.5= 443
BAXX5	82	5.0	82*5 = 410

BAXX6	62	5.0	$62 * 5 = 310$
BAXX7	65	5.0	$65 * 5 = 325$
BAXX8	54	15.0	$54 * 15 = 810$
Total		60	3640
CPA = 3640/60			61.7

Example Calculation Total CPA:

Level	Score	Weighted score
CPA level 5 (60 credits)	61.7	$61.7 * 0.15 = 9.11$
CPA level 6 (60 credits)	63.4	$63.4 * 0.35 = 22.19$
CPA level 7/8 (60 credits)	65.5	$65.5 * 0.5 = 32.75$
Total CPA (180 credits)		64

10. PROGRESSION, EXIT POINTS AND AWARD																			
Progression	Indicate clearly what students need to achieve each year to proceed to the next year. E.g. in year [number] students need to ensure that receive an average pass in x out of x modules to proceed to year two modules.																		
Classification of Awards	<p>For the award of the Honours degree, all modules of the programme must be completed.</p> <p>The Certificate of Higher Education and the Diploma of Higher education are awarded as possible exit points in the programme as indicated in the table below:</p> <table border="1"> <thead> <tr> <th>Award</th> <th>Title</th> <th>Level NQ-MQA</th> <th>Total required Credits</th> <th>Classification</th> </tr> </thead> <tbody> <tr> <td>BA (Hons)</td> <td>Name of degree BA (Hons) Communication, Media and Journalism</td> <td>8</td> <td>180</td> <td> 1st Class Honours (First): CPA ≥ 70 2nd Class 1st Division Honours (2:1): $60 \leq \text{CPA} < 70$ 2nd Class 2nd Division Honours (2:2): $50 \leq \text{CPA} < 60$ 3rd Class Honours: $45 \leq \text{CPA} < 50$ </td> </tr> <tr> <td>Ordinary BA/BSC</td> <td>BA (Hons) Communication, Media and Journalism</td> <td>7</td> <td>180</td> <td>Pass: $40 \leq \text{CPA} < 45$</td> </tr> </tbody> </table>				Award	Title	Level NQ-MQA	Total required Credits	Classification	BA (Hons)	Name of degree BA (Hons) Communication, Media and Journalism	8	180	1st Class Honours (First): CPA ≥ 70 2nd Class 1st Division Honours (2:1): $60 \leq \text{CPA} < 70$ 2nd Class 2nd Division Honours (2:2): $50 \leq \text{CPA} < 60$ 3rd Class Honours: $45 \leq \text{CPA} < 50$	Ordinary BA/BSC	BA (Hons) Communication, Media and Journalism	7	180	Pass: $40 \leq \text{CPA} < 45$
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Ordinary BA/BSC	BA (Hons) Communication, Media and Journalism	7	180	Pass: $40 \leq \text{CPA} < 45$															

	Diploma of Higher Education (DipHE)	Diploma in Communication, Media and Journalism	6-7	120	Distinction : CPA \geq 70 Pass: $40 \leq$ CPA $<$ 70 No Award: CPA $<$ 40
	Certificate of Higher Education (CertHe)	Certificate in Communication, Media and Journalism	6	60	Distinction : CPA \geq 70 Pass: $40 \leq$ CPA \leq 69 No Award: CPA $<$ 40

11. STUDENT SUPPORT

List student support available through :

To be populated with

- link to career's office when created
- Welfare office when created
- Learning and Teaching unit when/if created Learning and Teaching Unit
- Admin enquires contact including IT support and facilities
- Personal Tutor system or equivalent

12. Have you say

Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following way:

- Student program and module evaluation surveys;
- Acting as a student representative and participate in a range of committees such as the staff-student consultative committee;
- Participate in programme validation processes.

The University will respond to student feedback through the following channels:

- Response and action taken following the module evaluation survey will be posted on the e-platform;
- Action from minutes will be monitored by the chair of the relevant committees;
- Annual programme monitoring process will take into account student feedback;
- Programme review process (every five years).

1. Curriculum Map of Programme modules against intended learning outcomes

Module unit and code				Knowledge and understanding					Cognitive Skills					Practical Skills					Transferable Skills and Personal Attributes				
Module title	Code	Type	Mode	K1	K 2	K 3	K 4	K 5	C 1	C 2	C 3	C 4		P 1	P 2	P 3	P 4	P 5	T 1	T 2	T 3	T 4	T 5
Year 1 QF-MQA Level 6																							
Introduction to Media and Communication	OUBA016111	C	BL	√	√	√	√		√	√	√			√	√				√	√	√	√	
Academic Literacies		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Introduction to Journalism		C	BL	√	√	√	√		√	√	√			√	√	√	√		√	√	√	√	√
Introduction to Audio- Visual Production		C	BL	√	√	√	√	√	√	√	√			√	√	√	√	√	√	√	√	√	√
Techniques d'Expression Orale et Ecrite or Communication Orale et Ecrite.				√	√			√	√	√				√	√	√			√	√	√		
Organisational Communication		C	BL	√	√	√			√	√	√			√	√	√			√	√		√	
Business Communication		C	BL	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Public Relations 1		C	BL	√	√	√			√	√	√			√	√	√			√	√			
Scriptwriting for Media		C	BL	√	√	√	√		√	√	√			√	√	√			√	√	√		
Media and Popular Culture		C	BL	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√		√	√
Year 2 NQ-MQA level 7		C	BL	√		√			√		√			√		√					√	√	
Principles of Journalism		C	BL	√	√	√	√		√	√				√	√				√	√	√		
Public Relations 2		C	BL	√	√	√	√		√	√	√			√	√	√	√		√	√			
Communication Theories		C	BL	√	√	√			√	√	√			√	√	√			√	√	√		
Audio- Visual Production 3 (Video Workshop)		C	BL	√	√	√	√		√	√	√			√	√	√			√	√	√		

Media Law and Ethics		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Audio- Visual Production 4 (Audio Workshop)		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Principles of Advertising		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Research Methods (Common)		C	BL					√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Year 3 QF-MQA level 8																						
Elements and Principles of Graphics Design		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Media Literacy		C	BL	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Media, Culture and Society		C	BL			√		√	√	√			√	√	√		√	√	√	√	√	√
Intercultural Communication			BL	√	√	√		√	√	√			√	√	√	√		√	√	√		
Marketing Communication (common)		C	BL				√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Political Communication		C	BL	√	√	√		√	√	√			√	√			√	√	√	√	√	√
Dissertation		C	BL	√		√			√	√				√		√		√		√		√
Web Development and Web Design		C	BL	√	√	√	√	√		√	√			√	√	√		√	√	√	√	√

C = Core; E = Elective; DL = Distance Learning; BL= Blended Learning; CD = Campus delivery