**OPEN UNIVERSITY OF MAURITIUS**

**Undergraduate Programme Specification**

**Programme Document**

**BA (Hons) Communication, Media and Journalism**

Academic Year

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| 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 | *Minimum 3 Years**Maximum 6 Years* |
| Total Credits |  180 |
| Credits Per Year | *60 credits**Minimum number of credits per semester: 20**Maximum number of credits per semester: 40* |
| MQA NQF Level | Level 8  |
| EHEA Level | Level 6  |
| External Accreditors | N/A |
| Collaborative Partners | N/A |
| Programme Approval Date | TBC |
| Last Revision | N/A |
| Last Update | N/A |

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| 1. **ENTRY REQUIREMENTS**
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| General  | General Entry Requirements under Direct Entry to Undergraduate Programmes. Applicants should fulfill the following conditions: **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. Learners who do not qualify under option I 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. **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. |
| Programme Specific:  | None.  |

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| 1. **PROGRAMME OVERVIEW**
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| 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  | K1: Explain the fundamental and theoretical knowledge of the media and communication industryK2:  Apply the appropriate key skills and techniques within the communication and media-related environmentK3: Discuss the processes involved in creating the corporate identity of an organisationK4: Assess how cultural factors influence media in societyK5: Construct a wide variety of written and visual texts |
| Cognitive Skills | C1: Reflexively evaluate and analyse information and abstract concepts with a critical mindC2: Analyse and synthesise information when supporting an explanationC3: Reflexively evaluate own creative works |
| Practical/ Professional Skills | P1: Manage the process of communication in a dynamic social and business environmentP2: Construct appropriate media texts for print, broadcast and digital media.P3: Use media production technologies P4: Apply basic technical skills to pre-production, production and post-production stages |
| Transferable Skills | T1: Communicate ideas and arguments effectively orally, visually and in writing in a business environmentT2: Work both independently and in a team environment to carry out a project to achieve productivityT3: Present and defend ideas orally and in writingT4: Apply the grounded theory of media to production practice |

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| 1. **PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)**
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| N/A  |

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| 1. **LEARNING AND TEACHING STRATEGY**
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| **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.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. |
| **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.  |
| **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. The expected study time for this programme will be as follows: 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.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. 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.  |

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| 1. **ASSESSMENT STRATEGY**
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| **Assessment Methods** |
| Several assessments are based on techniques that emulate professional practice such as the production of video and audio programmes, 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. The University Policy on Assessment Feedback and Guidance on Provisional Marks can be found in section 15 of Rules and Regulations/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 the Rules and Regulation/undergraduate handbook. |
| **Special Circumstances** |
| The University Policy on Special Circumstances can be found in the Rules and Regulations/Undergraduate Handbook |
| **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 Regulations/Undergraduate Handbook: <http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf> |
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| 1. **ACADEMIC MISCONDUCT**
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| 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 person’s work and presenting it as one’s 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 in section 17: {<http://www.open.ac.mu/wp-content/uploads/2018/08/2nd-version-General-rules-OPEN-UNIVERSITY-of-MAURITIUS-2015.pdf>} |

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| 1. **PROGRAMME STRUCTURE**
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| C= Core i.e. modules that must be taken to be eligible for the awardE = Electives i.e. module chosen by the student from a range of listed optional modulesS1 = Semester 1S2 = Semester 2S3= Semester 3S4 = Semester 4S5 = Semester 5S6 = Semester 6 |

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| **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 Écrite or Communication Orale et Écrite (100% Course Work) | **C** | **S1** | **3** |
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| **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** |

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| **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**  | **7.5** |
| **OUBA016312** | Media, Culture and Society  | **C** | **S5** | **7.5** |
| **OUBA016313** | Intercultural Communication  | **C** | **S5**  | **7.5** |
| **OUBA016314** | Marketing Communication  | **C** | **S5**  | **7.5** |
| **OUBA016315** | Dissertation | **C** | **S5** | **7.5** |
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| **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** |

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| **Overall Programme Credit Total**  | **180** |

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| 1. **GRADING**
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| **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.

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| **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  |

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 semester, 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 has 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.** |
| **Cumulative Point Average (CPA):**Total CPA for Undergraduate degrees is calculated by: 1. 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
2. Taking the weighted average of the obtained CPAs at each level. The respective weights being set as follows: 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:

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| **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:

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| **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**  |

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| 1. **PROGRESSION, EXIT POINTS AND AWARD**
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| Progression |  |
| Classification of Awards | For the award of the Honours degree, all modules of the programme must be completed. 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:

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| **Award** | **Title** | **Level** **NQ-MQA** | **Total Required Credits** | **Classification** |
| BA (Hons)  | BA (Hons) Communication, Media and Journalism | 8 | 180  | **1st Class Honours** (First): CPA ≥70**2nd Class 1st Division Honours** (2:1): 60 ≤ CPA <70 **2nd Class 2nd Division Honours** (2:2):50 ≤ CPA < 60**3rd Class Honours:** 45 ≤ CPA < 50 |
| Ordinary BA/BSC | BA (Hons) Communication, Media and Journalism | 7 | 180 | **Pass:** 40 ≤ CPA < 45 |
| Diploma of Higher Education (DipHE) | Diploma in Communication, Media and Journalism | 6-7 | 120 | **Distinction:** CPA ≥ 70**Pass:** 40 ≤ CPA < 70**No Award:** CPA < 40 |
| Certificate of Higher Education (CertHE) | Certificate in Communication, Media and Journalism | 6 | 60 | **Distinction:** CPA ≥ 70**Pass:** 40 ≤ CPA ≤ 69**No Award:** CPA < 40 |

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| 1. **STUDENT SUPPORT**
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| Programme ManagerFace- to-face sessionsAdministrative supportStudent Affairs UnitExam Unit |

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| 1. **HAVE YOUR SAY**
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| Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following ways: * Student programme and module evaluation surveys.
* Acting as a student representative and participating in a range of committees such as the staff-student consultative committee.
* Participating 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).
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| 1. **Curriculum Map of Programme Modules Against Intended Learning Outcomes**
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| **Module unit and code** | **Knowledge and Understanding** | **Cognitive Skills** | **Practical Skills** | **Transferable Skills and Personal Attributes** |
| Module Title | Code | Type | Mode | K1 | K2 | K3 | K4 | K5 | C1 | C2 | C3 | C4 |  | P1 | P2 | P3 | P4 | P5 | T1 | T2 | T3 | T4 | T5 |
| **Year 1 QF-MQA Level 6**  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Introduction to Media and Communication |  OUBA016111 |  C |  BL |  √ |  √ |   |  √ |  |  √ |  √ |  √ |  |   |  √ |  √ |  √ |   |  |  √ |  √ |  √ |  √ |  |
| Academic Literacies |  OUBA016112 |  C |  BL |  √ |   |   |   |   |   |   |  √ |   |   |  √ |   |   |   |  |  √ |  √ |  √ |   |  |
| Introduction to Journalism |  OUBA016113 |  C |  BL |  √ |   √ |   |   |  |  √ |  √ |   |  |   |  √ |  √ |  √ |   |  |  √ |  √ |   |  √  |  |
| Audio- Visual Production 1- Introduction |  OUBA016114 |  C |  BL |  √ |  √ |   |   |   |  √ |  √ |  √ |  |   |  √ |  √ |  √ |  √ |   |  √ |  √ |  √ |   |  |
| *Techniques d’Expression Orale et Ecrite or Communication Orale et Ecrite.* | OUBA016115 |  |  | √ | √ |  |  | √ | √ | √ |  |  |  | √ | √ | √ |  |  | √ | √ | √ |  |  |
| Organisational Communication |  OUBA016121 |  C |  BL |  √ |  √ |  √ |   |  |  √ |  √ |  √ |  |   |  √ |  √ |  √ |   |  |  √ |  √ |   |  √ |  |
| Business Communication |  OUBA016122 |  C |  BL |  √ |  √ |   |   |  |  √ |  √ |   |  |   |  √ |  √ |  √ |   |  |  √ |  √ |   |  √ |  |
| Public Relations 1 |  OUBA016123 |  C |  BL |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  |   |  √ |  √ |  √ |  |  | √ | √ |  |  |  |
| Audio-visual Production 2- Screenwriting for media |  OUBA016124 |  C |  BL |  √ |  √ |  √ |  √ |  |  √ |  √ |  √ |   |   |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  |  |
| Media and Popular Culture  |  OUBA016125 |  C |  BL |  √ |  √ |   |  √ |  |  √ |  √ |   |   |   |  √ |  √ |  √ |  √ |  |  √ |  √ |  | √ |  |
| **Year 2 NQ-MQA Level 7** |  |  C |  BL |   |   |   |   |  |   |  |  |  |   |  |   |   |   |  |   |   |   |   |  |
| Principles of Journalism | OUBA016211 |  C |  BL |  √ |  √ |  |  √ |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  √ |
| Public Relations 2 | OUBA016212 |  C |  BL |  √ |  |  |  |  |  |  |  √ |  |  |  √ |   |   |  |  |  √ |  √ |  √ |  √ |  |
| Communication Theories  | OUBA016213 |  C |  BL |  √ |   √ |  |  |  |  √ |  √ |   |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  |  √ |   √ |
| Audio- visual Production 3 (Video Workshop) | OUBA016214 |  C |  BL |  √ |  √ |  |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  |  |  |  √ |  √ |  √ |
| Media Law and Ethics  | **OUBA016221** |  C |  BL |  √ |  √ |   |  √ |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  √ |
| Audio- visual Production 4 (Audio Workshop) | **OUBA016222** |  C |  BL |  √ |  |  |  |  |  |  |  √ |  |  |  √ |  |  |  |  |  √ |  √ |  √ |  √ |  |
| Principles of Advertising | **OUBA016223** |  C |  BL |  √ |   √ |  |  |  |  √ |  √ |  |  |  |  √ |  √ |  √ |  |  |  √ |  √ |   |  √ |   √ |
| Business Research Methods  | **OUBA016224** |  C |  BL |  √ |  √ |  |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  |  √ |  √ |  √ |  √ |  √ |
| **Year 3 QF-MQA Level 8** |   |   |  |  |   |   |   |  |  |   |   |  |  |  |  |  |   |  |   |   |   |   |  |
| Elements and Principles of Graphics Design |  OUBA016311 |  C |  BL |  √ |  √ |   |  √ |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  √ |
| Media, Culture and Society  |  OUBA016312 |  C |  BL |  √ |  |  |  |  |  |  |  √ |  |  |  √ |  |  |  |  |  √ |  √ |  √ |  √ |   |
| Intercultural Communication  |  OUBA016313 |  |  BL |  √ |   √ |  |  |  |  √ |  √ |  |  |  |  √ |  √ |  √ |  |  |  |  √ |   |  √ |   √ |
| Marketing Communication  |  OUBA016314 |  C |  BL |  |  |  | √ | √ |  |  | √ |  |  |  |  |  |  |  | √ |  |  | √ | √ |
| Dissertation |  OUBA016315 |  C | BL |  |  |  |  |  |  |  |  |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  |
| Political Communication | OUBA016321 |  C | BL |  √ |  |  |  |  |  |  |  √ |  |  |  √ |  |  |  |  |  √ |  √ |  √ |  √ |  |
| Web Development and Web Design | OUBA016322 | C | BL |  √ |   √ |  |  |  |  √ |  √ |   |  |  |  √ |  √ |  √ |  |  |  |  √ |   |  √ |  |
| Media Literacy  | OUBA016323 |  C | BL |  √ |  √ |  |  |  |  √ |  √ |  √ |  |  |  √ |  √ |  √ |  √ |  |  |  |  √ |  √ |  |
| C = Core; E = Elective; DL = Distance Learning; BL= Blended Learning; CD = Campus Delivery |  |  |  |  |  |  |  |  |  |  |  |  |
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