

**Al Qasimia University
College of Communication**

Program Plan for the Bachelor of Arts in Mass Communication

First: Basic Information:

- **Title of the Scientific Degree:**
Bachelor of Arts in Mass Communication
- Academic Accreditation: Commission for Academic Accreditation – Ministry of Education – UAE
- Teaching System: Credit Hours

Second: Program Aims

1. Provide students with the linguistic, grammatical, morphological, rhetorical and literary knowledge.
2. Promote students' linguistic abilities and skills on reading, writing, listening and speaking.
3. Enable students to interact with the modern linguistic and literary theories and understand relationships between the Arabic Language's various branches of knowledge.
4. Promote the spirit of belonging to religion and country through entrenching the love of the Arabic Language in their souls and urging them to defend it and to adhere to the ethics of profession, collective work and society service.
5. Achieve cultural communication and promote knowledge exchange among nations.
6. Link contemporary studies with the old linguistic and literary legacy.
7. Utilize modern techniques in the self-learning of the Arabic Language and its arts.

Third: Program Learning Outputs

By the end of the program courses, the student is expected to be able to do the following: -

1. Clarify the grammatical, morphological, critical, rhetorical and literary concepts and knowledge.
2. Link between legacy and reality in the Arabic Language and Literature-relating fields.
3. Discuss Arabic texts based on the old and modern critical methodologies.
4. Analyze texts in accordance with the linguistic and literary analysis.
5. Use the scientific research tools in writing his academic paper.
6. Utilize the modern technological means in promoting the linguistic and research skills.
7. Orally present his linguistic and literary papers, reports and duties.
8. Perform his due role either individually or in group, considering meanwhile the code of ethics.

هاتف: ٥١٨١١١١ - ٩٧١٦، براق: ٥١٨١٢٢٢ - ٩٧١٦، ص.ب: ٦٣٠٠٠، الشارقة، الإمارات العربية المتحدة

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Fourth: Program Outline

The program is composed of 129 credit hours divided as follows:

Requirements	Credit Hours		
	Compulsory	Optional	Total
General Education Program (University Requirements)	18	12*	30
College Compulsory Requirements	36	--	36



Specialization Requirements (Three Courses)	24	9	33
Supporting Courses	18	12	30
Total	105	30	129

*Students of Media are directed to study the course on “Introduction to Statistics) as one of the University Optional Requirements

A. University Compulsory Requirements (18 credit hours – 6 courses)

Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
0101100	الثقافة الإسلامية	Islamic Culture	3	1	--
0309100	مقدمة إلى الإحصاء	Introduction to Statistics	3	1	--
0003100	مقدمة إلى تقنيات المعلومات	Introduction to Information Technology	3	1	--
0201100	مهارات الاتصال باللغة العربية	Communication Skills in Arabic Language	3	1	--
0209100	مهارات الاتصال باللغة الإنجليزية 1	Communication Skills in English I	3	1	--
0209200	مهارات الاتصال باللغة الإنجليزية 2	Communication Skills in English II	3	2	Communication Skills in English I

B. University Optional Requirements (12 credit hours – 4 courses)

Students shall choose one course only from each of the following four groups:

Group One: Humanities and Social Sciences (3 credit hours – one course)

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0301100	مقدمة إلى علم الاقتصاد	Introduction to Economics	3	1	--
2	0001101	حقوق الإنسان	Human Rights	3	1	--
3	0001102	مدخل إلى الفن المرئي	Introduction to Visual Art	3	1	--
4	0001103	مدخل إلى القانون	Introduction to Law	3	1	--
5	0001104	مقدمة إلى علم الاجتماع	Introduction to Sociology	3	1	--
6	0001105	مقدمة إلى علم الفلسفة	Introduction to Philosophy	3	1	--
7	0001106	مقدمة إلى علم النفس	Introduction to Psychology	3	1	--

Group Two: Historical, Islamic and Cultural Studies (3 credit hours – one course)

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0101101	الحضارة الإسلامية	Islamic Civilization	3	1	--
2	0202100	تاريخ العالم الحديث	History of the Modern World	3	1	--
3	0202101	تاريخ الشرق الأوسط	History of the Middle East	3	1	--
4	0002101	العولمة وثقافة التعايش بين الحضارات	Globalization and the Culture of Coexistence among Civilizations	3	1	--

Group Three: Mathematics and Information Technology (3 credit hours - one course)

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0003201	مقدمة إلى قواعد البيانات	Introduction to Database	3	2	Introduction to IT
2	0003202	مقدمة إلى المنطق الحسابي	Introduction to Mathematical Logic	3	2	Introduction to IT
3	0003203	مقدمة إلى البرمجة الحاسوبية	Introduction to Computer Programming	3	2	Introduction to IT
4	0003204	مقدمة إلى تصميم صفحات الويب	Introduction to Web Page Design	3	2	Introduction to IT

Group Four: Natural and Biological Sciences (3 credit hours - one course)

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0004101	الإنسان والبيئة	Man and Environment	3	1	--
2	0004102	الوعي الصحي	Health Awareness	3	1	--
3	0004103	بيولوجيا الإنسان	Human Biology	3	1	--

C. College Compulsory Requirements

College Compulsory Requirements consists of 12 courses divided into 36 credit hours, as follows: -

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0400101	مدخل إلى الاتصال	Introduction to Communication	3	1	--
3	0400102	التحرير الصحفي 1	News Editing (1)	3 (2+2)	1	--
2	0400201	الاعلام الاسلامي	Islamic Media	3	2	Introduction to Communication
4	0400202	الاعلام الجديد	New Media	3	2	Introduction to Communication
5	0400203	مبادئ الراديو والتلفزيون	Principles of Radio & Television	3	2	Introduction to Communication
6	0400204	مبادئ العلاقات العامة والاعلان	Principles of Public Relations and Advertising	3	2	Introduction to Communication
7	0400301	إنتاج المطبوعات	Production of Media Prints	3 (2+2)	3	New Media
9	0400302	اخلاقيات الاعلام وتشريعاته	Media Ethics & Law	3	3	Introduction to Communication
8	0400303	نظريات الاعلام	Theories on Media	3	3	Introduction to Communication
10	0400401	التدريب الميداني	Internship	3	4	Introduction to Communication
11	0400402	التحرير الصحفي 2	News Editing (2)	3 (2+2)	4	News Editing 1

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
12	0400403	مناهج وأساليب البحث العلمي في الاعلام	Research Methodologies and Approaches in Mass Communication	3	4	Theories on Media

D. Specialization Compulsory Requirements

Specialization Compulsory Requirements consists of 8 courses divided into 24 credit hours, as follows: -

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0401201	التصوير الصحفي (باللغة الإنجليزية)	Photojournalism (in English)	3 (2+2)	2	Introduction to Communication
2	0401202	الصحافة الالكترونية (باللغة الإنجليزية)	Online Journalism (in English)	3 (2+2)	2	New Media
3	0401203	فن الحديث والتقديم	Art of Speech & Presentation	3	2	Introduction to Communication
4	0401301	الانتاج الاذاعي والتلفزيوني	Radio & Television Production	3 (2+2)	3	Principles of Radio & Television
5	0401302	الترجمة الاعلامية	Media Translation	3	3	Introduction to Communication
6	0401303	تصميم الحملات الاعلامية	Design of Media Campaigns	3	3	Principles of Public Relations and Advertising
7	0401401	الاعلام الدولي	International Media	3	4	Introduction to Communication
8	0401410	مشروع التخرج في الاعلام	Graduate Project	3	4	Graduation

E. Specialization Optional Requirements

Students shall choose 3 courses divided into 9 credit hours from the following courses: -

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0401204	البروتوكول والأتيكيت	Protocol and Etiquette	3	2	Introduction to Communication
2	0401205	فن الإقناع والتفاوض	Art of Persuasion & Negotiation	3	2	Introduction to Communication
3	0401304	الاتصالات التسويقية المتكاملة	Integrated Marketing Communication	3	3	Introduction to Communication
4	0401305	تصميم المواقع الإخبارية	News Website Design	3	3	New Media
5	0401306	تصميم الحملات الاعلانية	Design of Advertising Campaigns	3	3	Principles of Public Relations and Advertising
6	0401402	الإعلام وإدارة الأزمات	Media and Crises Management	3	4	Introduction to Communication
7	0401403	الرأي العام وبحوث	Public Opinion and Research	3	4	Introduction to Communication

		الجمهور				
8	0401404	إدارة المؤسسات الإعلامية	Media Institution Management	3	4	Introduction to Communication

F. Compulsory Supporting Courses

Compulsory Supporting Courses consist of 6 courses divided into 18 credit hours, as follows: -

#	Code	اسم المساق	Course Title	Credit Hours	Level	Prerequisite
1	0100101	المدخل إلى الفقه الإسلامي	Introduction to Islamic Jurisprudence (Fiqh)	3	1	--
2	0100103	علوم الحديث الشريف	Sciences of the Prophetic Hadiths	3	1	--
3	0100102	علوم القرآن الكريم	Sciences of the Holy Quran	3	1	--
4	0100207	فقه المعاملات 1	Fiqh of Transactions (1)	3	2	Introduction to Islamic Jurisprudence (Fiqh)
5	0102306	العلاقات الدولية في الإسلام	International Relations in Islam	3	3	Fiqh of Transactions (1)
6	0100305	فقه الدعوة وأساليبها	Fiqh of Da'wah and Its Approaches	3	3	Sciences of the Holy Quran

G. Supporting Optional Courses

Students shall choose 4 courses divided into 12 credit hours from the following: -

Prerequisite	Level	Credit Hours	Course Title	اسم المساق	Code	#
--	3	3	Literary & Art Criticism	النقد الأدبي والفني	0201311	1
Communication Skills in Arabic Language	2	3(2+2)	Arabic Language in Communication	اللغة العربية في الإعلام	0201209	2
Islamic Creed (2)	4	3	Orientalism	الاستشراق	0101401	3
--	3	3	New and Renewable Energy Resources	مصادر الطاقة الجديدة والمتجددة	0009301	4
--	2	3	History of Sciences from Muslims' Perspective	تاريخ العلوم عند المسلمين	0009302	5
--	2	3	Social Psychology	علم النفس الاجتماعي	0008201	6
--	1	3	Social & Cultural Change	التغير الاجتماعي والثقافي	0008301	7

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**Academic Advisory Plan**

The program courses are distributed to eight (8) academic semesters as a model plan to be followed by students, as follows: -

No.	Course Type	Number of Courses	Credit Hours
UR 1 - UR 6	University Compulsory Requirements	6	18
UR 1 E - UR 4 E	University Optional Requirements	4	12
C 1 - C 5	College Compulsory Requirements	5	15
M1 - M25	Specialization Compulsory Requirements	25	69
M1E - M4E	Specialization Optional Requirements	4	12
IS 1 - IS 3	Islamic Supporting Requirements	3	9
Total		47	135

**First Year (Autumn)**

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0400101	C1	Introduction to Communication	3	--
2	0400102	Cs2	News Editing	3(2+2)	--
3	0002101	UR1	Islamic Culture	3	--
4	0005101	UR2	Communication Skills in Arabic Language	3	--
5	0006101	UR3	Communication Skills in English I	3	--
6	0003103	UR4	Introduction to Information Technology	3	--
Total				18	

First Year (Spring)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0400201	C3	Islamic Media	3	Introduction to Communication
2	0400202	C4	New Media	3	Introduction to Communication
3	0400204	C5	Principles of Public Relations and Advertising	3	Introduction to Communication
4	0003101	UR5	Introduction to Statistics	3	--
5	XXXXXXXX	IS1UR	(Supporting Compulsory Requirement)	3	--
6	0301100	UR1E	Introduction to Economics	3	--
Total				36	

Second Year (Autumn)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0400203	C6	Principles of Radio & Television	3	Introduction to Communication
2	0401203	M1UR	Art of Speech & Presentation	3	
3	XXXXXXXX	M1E	(Specialization Optional Requirement)	3	
4	XXXXXXXX	IS2UR	(Supporting Compulsory Requirement)	3	
5	XXXXXXXX	IS1E	(Supporting Optional Requirement)	3	
6	0006201	UR6	Communication Skills in English II	3	Communication Skills in English I
Total				54	

Second Year (Spring)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0401202	M2UR	Online Journalism	3(2+2)	Introduction to



					Communication
2	0401201	M3UR	Photojournalism	3(2+2)	New Media
3	XXXXXXX	M2E	(Specialization Optional Requirement)	3	
4	XXXXXXX	IS2E	(Supporting Optional Requirement)	3	
5	XXXXXXX	IS3UR	(Supporting Compulsory Requirement)	3	
6	XXXXXXX	UR2E	(University Compulsory Requirement)	3	
Total				72	

Third Year (Autumn)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0400301	C7	Production of Media Prints	3	New Media
2	0400302	C8	Media Ethics & Law	3	Introduction to Communication
3	0400303	C9	Theories on Media	3	Introduction to Communication
4	0401301	M4UR	Radio & Television Production	3	Principles of Radio & Television
5	XXXXXXX	IS4UR	(Supporting Compulsory Requirement)	3	
6	XXXXXXX	IS3E	(Supporting Optional Requirement)	3	
Total				90	

Third Year (Spring)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0401302	M5UR	Media Translation	3	
2	0401303	M6UR	Design of Media Campaigns	3	
3	XXXXXXX	M3E	(Supporting Optional Requirement)	3	
4	0400401	C10	Internship	3	Completion of 75 credit hours
5	XXXXXXX	UR3E	University Optional Requirement	3	
6	XXXXXXX	IS5UR	Supporting Compulsory Requirement	3	
Total				108	

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No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0400402	C11	News Editing (2)	3	News Editing (1)
2	0400403	C12	Research Methodologies and Approaches in Mass Communication	3	Theories on Media



3	0401410	M8UR	Graduate Project in Media	3	
4	XXXXXXX	UR4E	(University Optional Requirement)	3	
5	XXXXXXX	IS6UR	(Supporting Compulsory Requirement)	3	
Total				123	

Fourth Year (Spring)

No.	Number of Course	No.	Course Title	Credit Hours	Prerequisites
1	0401401	M7UR	International Media	3	
2	XXXXXXX	IS4E	(Supporting Optional Requirement)	3	
3					
4					
5					
Total				129	