



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

SCHOOL OF SUSTAINABLE DEVELOPMENT AND TOURISM

BA (Hons) Communication

PROGRAMME DOCUMENT

VERSION 4.2
BAHC
May 2017

University of Technology, Mauritius
La Tour Koenig, Pointe Aux Sables, Mauritius
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A. Programme Information

This programme explores the managerial, social, political, and cultural functions of communication as it occurs in organisational settings ranging from interpersonal interaction to global media. Students will explore communication theories and practices in the local and international context. Moreover, students will learn about effective communication in an increasingly challenging environment and have the opportunity to explore media production, think critically and develop creative skills in the field. The communication programme offers various approaches to the study of communication. The programme addresses historical, existing and emergent phenomena in a context of communication studies. It provides students with the skills and background necessary for a future within or beyond communication industries.

B. Programme Aims

The programme will provide high quality education to those wishing to pursue a career in the field of communication. It will offer the students a range of transferable skills, highly relevant to the rapidly changing communication landscape.

C. Programme Objectives

The objectives of the programme are to:

- understand the role and implications of effective communication in the social, cultural, economical and political environment.
- deliver a mix of contextual theory with applied practice to equip students to pursue a career in the field of communication.
- equip learners with the strategic competence for professional role enactment in various professional contexts
- enhance students' oral and written communication knowledge and skills

PART I - REGULATIONS

D. General Entry Requirements

As per UTM Admissions Regulations, and 'Admission to Programmes of Study at Degree Level.

E. Programme Entry Requirements

5 Credits at "O" Level inclusive of English and French.

Overseas Candidates

Overseas candidates whose first language is not English and/ or French and who do not hold equivalent professional qualification taught in English and French, will be required to produce evidence of their competence in English and French. The normal requirements are either: (a) An International English and French Language Testing System (IELTS) or (b) A Test of English and French as a Foreign Languages (TOEFL) or (c) A certificate from a recognised authority confirming that applicant has the required knowledge or qualification in the English and French language to be admitted to the course.

F. Programme Mode and Duration

Full Time: Minimum 3 Years, Maximum 6 Years

Part Time: Minimum 4 Years, Maximum 7 Years

Each academic year includes two semesters.

G. Teaching and Learning Strategies

The programme will employ a wide variety of teaching methods, including lectures, individual or group projects, presentations, workshops, case studies, field visits, Life Skills and Good Practices (LSGP), talks by guest speakers and work placement. The University recognises the importance of practical experience and its value to employers. Work Placement holds a significant place in the degree as it allows full-time students to obtain first-hand exposure before taking up employment after graduation. Part-time students will be required to submit a portfolio.

Self-learning will be the key feature of the programme, enabling students to explore, investigate and research into the various topics, interact with practitioners, and work in teams on projects.

H. Student Support and Guidance

In addition to traditional lectures, group tutorials or individual tutorials are arranged for students.

I. Attendance Requirements

As per UTM's Regulations and Policy.

J. Credit System

The modules carry 3 or 4 credits as per the programme structure.

Work placement - 4 credits

Portfolio – 4 credits

Dissertation- 9 credits

For the award of a Certificate, 35 credits are required

For the award of a Diploma, 69 credits are required

For the award of a Degree, 103 credits are required

1 credit = 15 hours of lecture

1 credit = 30 hours of practical/tutorials/seminars

1 credit = 75 hours of Work Placement

K. Student Progress and Assessment

For the award of the Degree, all modules must be passed in the examinations, coursework and other forms of assessment.

The programme will be assessed as follows:

- Unless otherwise specified, written examinations shall be of duration of 2 hours for modules carrying 3 credits and not less than 3 hours for modules carrying 4 credits contributing 70% of the total marks. The assessment weightage per examination-based module is 70% for written examinations and 30% for continuous assessment such as seminars, presentations, class tests and written assignments. All modules are normally assessed over 100 marks, except for project/dissertation where it shall be as specified in the programme.
- The modules 'Essentials of Statistics' will be assessed through 50% coursework and 50% exams. The Coursework should include at least 2 class tests and two formal assignments.
- The following modules will be assessed 100% coursework as follows:
 - Graphic Design for Marketing will be assessed based on a practical project applying the Graphic Design techniques learnt.
 - Web Design will be assessed based on a practical project applying the Web Design techniques learnt.
 - Public Speaking will be assessed based on delivery of individual speeches, presentation and report
 - Life Skills and Good Practices will be assessed as per UTM Life Skills and Good Practices Guidelines.
 - Audio Visual Production II will be assessed on short documentary production; report and presentation.
 - Research Methods for Communication will be assessed by project based assignment involving fieldwork, report and presentation.

- Full-time students will be assessed for the Work Placement in Year 2 Semester 2 which will be conducted for a total of 300 hours as per the Work Placement Guidelines and Policy. The learning objectives for the Work Placement will be specified in a learning contract between the placement supervisor and the learner. The placement supervisor will be required to fill out a feedback appraisal form pertaining to student's performance during the placement. Students must demonstrate that they have achieved the learning objectives specified in the learning contract.
- Part-time students will be assessed for Portfolio as per the portfolio guideline.
- The overall pass mark for a module shall be 40%

L. EVALUATION OF PERFORMANCE

Grading

Overall Marks	Grade
$70 \leq X \leq 100$	A
$60 \leq X < 70$	B
$50 \leq X < 60$	C
$40 \leq X < 50$	D
$X < 40$	F
A-D	Pass
F	Fail

The percentage mark at Level 1 contributes a 20 % weighting towards the Degree classification.

The percentage mark at Level 2 contributes a 30% weighting towards the Degree classification.

The percentage mark at Level 3 contributes a 50% weighting towards the Degree classification.

M.AWARD CLASSIFICATION

First Class with Honours	$CPA \geq 70$
Second Class First Division with Honours	$60 \leq CPA < 70$
Second Class Second Division with Honours	$50 \leq CPA < 60$
Third Class with Honours	$45 \leq CPA < 50$
Pass	$40 \leq CPA < 45$
No Award	$CPA < 40$

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Ms N.V. Seebaluck, Dr P. Naidoo, Mr N. Mootien and Dr P. Ramseook-Munhurrun

PART II - PROGRAMME STRUCTURE

O. B A (Hons) Communication – Full Time (Version 4.2)

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 1501B	Introduction to Communication Theories	3 + 0	3	SMKG 1104B	Marketing	3 + 0	3
MBUS 1102B	Principles and Practice of Management	3 + 0	3	COMM 1302B	Culture and Communication	3 + 0	3
COMM 1101B	Business Communication	3 + 0	3	COMM 1411B	Audio Visual Production I (Theory)	3 + 0	3
LANG 1112 B	French for the Media	3 + 0	3	WAT1106C	Web design	3 + 2	4
COMM 1601B	Introduction to Journalism	3 + 0	3	STAT 1104B	Essentials of Statistics	2 + 2	3
SMKG 1507B	Graphic Design for Marketing	3 + 2	4				
→ Start of Level 1				End of Level 1 →			
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
SERV 1101B	Services Marketing	3 + 0	3	LWS 2801B	Law and The Media	3 + 0	3
COMM 2407B	New Media Challenges	3 + 0	3	COMM 2412B	Public Relations	3 + 0	3
LANG 2111B	English for the Media	3 + 0	3	OPS 2605B	Strategic Management Science	3 + 0	3
LSPG 2000B	Life Skills and Good Practices		4	COMM 2105B	Public Speaking	3 + 2	4
COMM 2406B	Audio Visual Production II (Practical)	3 + 2	4	WPL 2000B	Workplacement		4
→ Start of Level 2				Finish of Level 2 →			
YEAR 3							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 2401B	Media and Communication	3 + 0	3	SMKG 3408B	Customer Relationship Management	3 + 0	3
STAT 3304B	Research Methods for Communication	3 + 2	4	COMM 3104B	Sustainable Communication	3 + 0	3
SMKG 3508B	Marketing Communication	3 + 0	3	COMM 3413B	Social Media and Press Reporting	3 + 0	3
COMM 3408B	Global Communication	3 + 0	3				
COMM 3411B	Media, Ethics and Society	3 + 0	3				
DISS 3000	Dissertation			DISS 3000	Dissertation		9
→ Start of Level 3				Finish of Level 3			

Total Number of Credits: 103

P. BA (Hons) Communication– Part Time (Version 4.2)

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 1501B	Introduction to Communication Theories	3 + 0	3	COMM 1601B	Introduction to Journalism	3 + 0	3
MBUS 1102B	Principles and Practice of Management	3 + 0	3	SMKG 1507B	Graphic Design for Marketing	3 + 2	4
COMM 1101B	Business Communication	3 + 0	3	SMKG 1104B	Marketing	3 + 0	3
LANG 1112B	French for the Media	3 + 0	3	COMM 1302B	Culture and Communication	3 + 0	3
→Start of Level 1							
YEAR 2							
Semester 3				Semester 1			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 1411B	Audio Visual Production I (Theory)	3 + 0	3	SERV 1101B	Services Marketing	3 + 0	3
WAT1106C	Web design	3 + 2	4	COMM 2407B	New Media Challenges	3 + 0	3
STAT 1104B	Essentials of Statistics	2 + 2	3	LANG 2111B	English for the Media	3 + 0	3
				LSGP2000B	Life Skills and Good Practices		4
→End of Level 1				→Start of Level 2			
YEAR 3							
Semester 2							
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 2406B	Audio Visual Production II (Practical)	3 + 2	4	OPS 2605B	Strategic Management Science	3 + 0	3
LWS 2801B	Law and The Media	3 + 0	3	COMM 2105B	Public Speaking	3 + 2	4
COMM 2412B	Public Relations	3 + 0	3	PORT 2000B	Portfolio		4
				→End of Level 2			
YEAR 4							
Semester 1				Semester 2			
NeCode	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
COMM 2401B	Media and Communication	3 + 0	3	SMKG 3408B	Customer Relationship Management	3 + 0	3
STAT 3304B	Research Methods for Communication	3 + 2	4	COMM 3104B	Sustainable Communication	3 + 0	3
SMKG 3508B	Marketing Communication	3 + 0	3	COMM 3413B	Social Media and Press Reporting	3 + 0	3
COMM 3408B	Global Communication	3 + 0	3				
COMM 3411B	Media, Ethics and Society	3 + 0	3				
DISS 3000B	Dissertation			DISS 3000B	Dissertation		9
→Start of Level 3				→End of Level 3			

Total Number of Credits: 103

Q. NON-PRESCRIPTIVE MODULE OUTLINE

YEAR 1 SEMESTER 1

COMM 1501B: Introduction to Communication Theories

Perspectives of communication theory; Interpretative approaches to theory development; Critical approaches to theory development; Theories of communication processes; Theories of symbolic organisation; Message production, message processing, discourse & interaction; The thinking patterns in the business context; Human communication theories.

MBUS 1102B: Principles and Practice of Management

Definition, meaning & scope of management; Brief overview of management principles & approaches; Roles & functions of managers; Understanding & managing the business environment; Decision making; Leadership & Motivation; Unity of command, chain of command & delegation; Teams & team building; Managing sustainability; Managerial behaviour & effectiveness; Corporate social responsibility.

MGMT 1101B: Business Communication

Importance of communicating effectively; Internal & external Communication; Verbal & Non-Verbal communication; Process of communication; Communication Barriers; Intercultural communication; Teamwork; Conflict & communication; Writing for business audiences – letters, reports, memorandum, e-communication; Interviews – preparing for job interviews letter of application, curriculum vitae writing; Grooming; Customer Service and Communication.

LANG 1112B: French for the Media

Nouns, pronouns, grammar, spelling, reading & pronunciation; Verbs, adjectives & adverbs in sentence construction; Construction of sentences & the specificities of the French language; Interaction & class discussions; Reflection & expression for communication; Simulation of various situations during conversation, oral presentation & real life situations; Speaking french at meetings and public conferences; Translation of French in to English & vice versa; Simulation of interpretation & techniques of oral translation; Styles of writing in French for meetings, minutes, magazines, newspapers, reports, letters & curriculum vitae; Portfolio preparation & presentation based on a chosen topic; Preparation & execution of interviews; Class debate on a chosen topic.

COMM 1601B: Introduction to Journalism

Foundation of news theory; investigative methods; news values; news writing; news sources; social, political and economic influences on journalism; Legal and ethical constraints on news writing; influence of journalism in a modern democracy; journalism ethics; reporting and publishing of news; story-telling approaches; online journalism: content generation and web tools such as blogs and social media; consideration of a variety of issues ranging from protection of sources, honest dealing in journalism working practices, fair and balanced treatment of information; development of regulatory frameworks and codes of conduct.

SMKG 1507B: Graphic Design for Marketing

Design Skills for Marketing; Design Techniques; Design layout: Text and Images; Print media communication; Photography and image manipulation for print; Graphic Website design; Product Marketing and presentation

YEAR 1 SEMESTER 2

SMKG 1104B: Marketing

Definition of marketing & marketing philosophies; Sustainable marketing; Marketing mix: products, pricing, distribution channels, promotion; Marketing environment & market research; Marketing planning and marketing plans; Services marketing, consumer behaviour & organisational buyer behaviour; Market segmentation; Market targets & positioning; Electronic marketing & marketing ethics.

COMM 1302B: Culture and Communication

Approaches to the study of human communication & culture; Intercultural communication in the global economic & cultural context; Similarities & differences in values, norms, inter-ethnic/inter-group communication & adaptation; Cultural models and their impact on communication; Contemporary cultural and media forms: visual media, media and cultural policy; online culture, celebrity and image culture; consumer culture; popular mass and high formal cultural.

COMM 1411B: Audio Visual Production I (Theory)

Organisational use of audio-visual aids to improve communication; Definition and creening of typical TV programmes; Design of programmes: essential editorial & journalistic tasks for production; Script development, TV scripts & story boards; Camera recording, tape formats, disc recorders & time codes; Camera works, zoom lenses & tripods; Multi-camera operations, studio gear, vision mixers, effects generators & chrome key; Microphone

&sound; Lights, colour temperatre, lighting for indoor & outdoor shootings; Decors, props, backdrops & virtual sets; Costumes & make-up; Budget planning for TV programmes; 2D & 3D TV graphics, animation, character generator & credits; Linear & non-linear editing & post production; Programme impact assessment, audience research & ratings.

WAT1106C: Web Design

Learning web design basis - Understanding the stages for web sites development; Designing, developing, implementing, testing and updating of effective interfaces based on the principles of graphic design, interactivity and usability; Learning through a variety of visual, navigational and structural approaches; Image preparation and use of graphics in web site creation; Using multimedia, animation, and interactivity in web site creation; Understanding basic web-marketing strategies and aesthetical aspects of development.

STAT 1104B: Essentials of Statistics

Introduction to Statistics; Type of data; Measurement and scaling techniques; Data collection and data preparation; Graphical representation of data; Measures of location and dispersion; Basic probability; Distribution of random variables: Binominal and Normal distribution; sampling distribution and estimation interval estimation.

YEAR 2 SEMESTER 1

SERV 1101B: Services Marketing

Nature of services; Marketing mix for services; Service Encounter; Role of employees and customers in services; Service Quality; Managing Customer Relations; Customer complaints; Service failure and recovery; Service development and design; Physical evidence and servicescape; Role of intermediaries; Integrated marketing communications.

COMM 2407B: New Media Challenges

Communication in the changing global environment; social and cultural factors affecting technology; The Internet: New Ways of Work and a New Culture; Interacting in digital environments; types of new media; use, design, and implications of new media communication; adoption and application of digital technologies; social, political, cultural, psychological and economic effects of new media; Cyberspace and the Globalization of Culture.

LANG 2111B: English for the Media

Nouns, pronouns, grammar, spelling, reading & pronunciation; Verbs, adjectives & adverbs in sentence construction; Construction of sentences & the specificities of the English language; Interaction & class discussions; Reflection & expression for communication; Simulation of various situations during conversation, oral presentation & real life situations; Speaking french at meetings and public conferences; Translation of English in to French & vice versa; Simulation of interpretation & techniques of oral translation; Styles of writing in French for meetings, minutes, magazines, newspapers, reports, letters & curriculum vitae; Portfolio preparation & presentation based on a chosen topic; Preparation & execution of interviews; Class debates on a chosen topic.

LSGP 2000B : Life Skills and Good Practices

Employability Skills Development, Prevention of Corruption (as per topics proposed by ICAC and covering 24 hours of lecture), Good Governance, Personal Development Skills, Coping Skills, addressing Societal Challenges including Substance Abuse, Poverty, Climate Change, Social Media and Family problems.

COMM 2406B: Audio Visual Production II

Organisational use of audio-visual aids to improve communication; Definition of & screening of typical TV programmes; Design of programmes: essential editorial & journalistic tasks for production; Script development, TV scripts & story boards; Camera recording, tape formats, disc recorders & time codes; Camera works, zoom lenses & tripods; Multi-camera operations, studio gear, vision mixers, effects generators & chrome key; Microphone & sound; Lights, colour temperature, lighting for indoor & outdoor shootings; Decors, props, backdrops & virtual sets; Costumes & make-up; Budget planning for TV programmes; 2D & 3D TV graphics, animation, character generator & credits; Linear & non-linear editing & post production; Programme impact assessment, audience research & ratings.

YEAR 2 SEMESTER 2

LWS 2801B: Law and the Media

Legal personality & commercial law (company law & law of contract etc.); Laws governing the media; Regulating authorities for the media; Libel, slander, defamation & law of tort; Copyright laws, intellectual property & functions of WIPO; Protection of reputation; Privacy; Court proceedings; Prevention of publication; Restriction on

publication; The law under the Human rights Act 1998; The law in Mauritius and other jurisdiction; Media regulations; Privacy; Intellectual property.

COMM 2412B: Public Relations

History of PR and the role and importance of PR in business & communication; Nature, evolution, scope & objectives of PR; Planning, implementation & evaluation of PR exercises; Communication & public relations writing; Public opinion, PR & the press; Research & planning for PR campaigns; PR tools and techniques; Print media relations & electronic media relations; Employee relations & multicultural community relations; Government relations & international relations; Consumer relations; Sponsorship & CSR; Integrated marketing communication; Crisis management; Ethics in PR.

OPS 2605B: Strategic Management Science

Strategic & social implications of developing information systems across international boundaries; An overview of strategic management for business; Strategic planning: tools & techniques; Environmental scanning; SWOT analysis, value chain, portfolio analysis; Stages of strategic management – formulation, implementation, evaluation & control; Ansoff matrix & Porter's generic strategies; Identifying & evaluation of strategic alternatives; Strategic business units & strategic management teams; Tactical aspects of strategy implementation; Case analysis.

COMM 2105B: Public Speaking

Introduction to the various forms of public speaking; Development & practice of public speaking about salient political, economic, social & cultural issues; How to overcome stage fear; Practical guidelines to public speaking; An audience geared approach to the preparation, arrangement & delivery of public speeches; Customising talks for audiences; The power to captivate audience attention; The impact of non-verbal communication & body language; Techniques of informative & persuasive speaking; How to improve one's image & personality to influence audiences; Use of rhetoric.

WPL2000B/ PORT 2000B: Work Placement/ Portfolio

A work placement of 300 hours will be undertaken by full-time students.
Part-time students will have to submit a portfolio.

YEAR 3 SEMESTER 1

COMM 2401B: Media and Communication

The origins & effects of mass communication; The historical development of media theory; The media in contemporary society: media analysis and the changing landscape of media; Mass media: Newspapers, magazines, radio, television & cinema; Perceptions & language issues in mass media; Mass media effects & uses; Mass communication channels; Interpretation & use of diverse methods of mass communication; Planning campaigns & crisis management; Book publishing & advertising; News agencies & journalism; Media and Technology; The challenges of media as a result of technological change.

STAT 3304B: Research Methods for Communication

This module provides students with detailed understanding and knowledge of research methods in the field of communication. It develops students' awareness of the rigours of the research process and covers three broad aspects: research design, data collection, and data analysis. Content to be covered include: Research process: formulating the research problem, research aim & objectives, research questions; Literature review; Referencing with emphasis on the Harvard system; Quantitative & qualitative research design; Sampling techniques; Research Instrument; Qualitative and Quantitative data collection methods; Ethical consideration in research; Qualitative and Quantitative Data analysis; Choosing appropriate statistical tests; Introduction to SPSS: Descriptive statistics; hypothesis testing; Report writing.

SMKG 3508B: Marketing Communication

Role of advertising and marketing communications in the marketing process and branding; The communications process - theories and models of how marketing communications works; The choice and role of celebrities in advertising and marketing communications; Advertising, Public Relations, Sales Promotion and Direct Marketing and their roles in the marketing communications mix; Campaign planning; The client brief; The problems and opportunities in global advertising and marketing communications; Advertising and marketing communications and electronic, interactive and digital media; Ethics and advertising and marketing communications.

COMM 3408B: Global Communication

Globalisation & international relations; Mass communication within the political framework; roles of the written & spoken press in political communication; Handling major political events for the press & other organisations; Political institutions & the press; Challenges facing government and political parties in their relationship with the

press; Impacts of information technology on society; The media & global communication; Issues created by global communication; Interpreting, using & responding to issues raised by changes as a consequence of global communication.

COMM 3411B: Media, Ethics and Society

Introduction to sociology, ethics & morality; Perspectives in sociology with regard to the media; The relations of society with the media; Social stratification, ethnicity & race; Pressure groups, organisations & their influence within & on the media; Societal attitudes towards business & communication; Business ethics & social responsibility; Codes of ethics for stakeholders; Social & Corporate values; Corporate governance and transparency in government administration & business management; Private & public sectors relationship within the ethical framework.

SMKG 3408B: Customer Relationship Management

Introduction to customer relationship management; Customer expectations, experience, satisfaction and loyalty; Customer-focused strategies and creating value for customers; Developing Marketing Strategy for CRM; Managing customer feedback & handling complaints; Roles of employees in CRM; Managing customer life-cycle: customer acquisition and loyalty; Role of information technology in developing and managing customer relations; Ethical issues arising from the acquisition, use and sharing of customer data; CRM benchmarking, planning, implementation and measurement: Framework for CRM implementation; CRM implementation failure.

COMM 3104B: Sustainable Communication

Principles of sustainable development; sustainable development and its social consequences for communication; role of stakeholders in sustainable communication; mediators of sustainable development: institutions, civil society, business; social demand for communication; corporate communication, social and responsible marketing; challenges of sustainable communication; relation marketing and theories of reception; challenges and opportunities for companies; information and participation: challenges and opportunities for public institutions;. product communication and sustainability; education and participatory democracy; best practices in sustainable communication

COMM 3413B: Social Media and Press Reporting

Role of the written and spoken press in a modern society; planning and time management for reporters; meeting deadlines; impact of social media today and its bearing on the press; writing for the newspapers and tabloids; report writing for specialized journals and magazines: marketing, technical, social, cultural political and economic approaches; preparing and organizing structured interviews; Sensationalism and the media; ethical reporting; Practice in editing in both English and French; writing and editing for the radio and TV; writing editorials. Radio and TV broadcast techniques; Handling of debates, polemics and polemical issues. Media coverage of major events: sports events and entertainments, international events, local events, elections and referenda.

DISS 3000B: Dissertation

A 10,000-12,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the School's Undergraduate Dissertation Guidelines. Topics studied by students should be relevant to the discipline and deal with contemporary issues in the field.