



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

SCHOOL OF SUSTAINABLE DEVELOPMENT AND TOURISM

BA (Hons) Communication

PROGRAMME DOCUMENT

VERSION 5.0

BAHC

July 2021

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, media and journalism. 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, media and journalism.
- 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

In addition to D, applicant must have 5 Credits at "O" Level inclusive of English and French, and at least 2 subjects at Advanced level.

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 face-to-face, blended, or online lectures, individual or group projects, presentations, workshops, case studies, field visits, Lifelong 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. Working students will be required to submit a portfolio.

One Module will carry 150 hours of learning comprising of 45 contact hours of delivery which could be any combination of face to face, blended, and online. The remaining 105 hours will cover self learning. 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 lectures, group tutorials or individual tutorials are arranged for students as and when required.

I. Attendance Requirements

As per UTM's Regulations and Policy.

J. Credit System

This programme is aligned with the European Credit and Transfer System (ECTS):

All modules will carry 6 credits as per the programme structure.

Work placement/Portfolio - 6 credits

Dissertation- 12 credits

For the award of a Certificate, 60 credits are required

For the award of a Diploma, 120 credits are required

For the award of a Degree, 180 credits are required

K. Student Progress and Assessment

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

The programme will be assessed as follows:

- Unless otherwise specified, written examinations shall be of duration of 2 hours 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 document.
- The module '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 modules listed below will be assessed 100% coursework and are 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
 - Lifelong Skills and Good Practices will be assessed as per UTM Lifelong 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 360 hours as per the Work Placement Guidelines and Policy. 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 as per the Work Placement Guidelines.
 - Working 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, Dr P. Ramseook-Munhurrun, Mrs T. Makoondlall-Chadee, Assoc Prof (Dr) C. Bokhoree, Dr S.D. Lukea-Bhiwajee, and Dr V. Coolen

PART II - PROGRAMME STRUCTURE

O. B A (Hons) Communication – Full Time (Version 5.0)

| YEAR 1 | | | | | | | |
|--------------------|--|------------------|---------|---------------------|------------------------------------|------------------|---------|
| <i>Semester 1</i> | | | | <i>Semester 2</i> | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 1501B | Introduction to Communication Theories | 3 + 7 | 6 | SMKG 1104B | Marketing | 3 + 7 | 6 |
| COMM 1101B | Business Communication | 3 + 7 | 6 | COMM 1302B | Culture and Communication | 3 + 7 | 6 |
| LANG 1112 B | French for the Media | 3 + 7 | 6 | COMM 1411B | Audio Visual Production I (Theory) | 3 + 7 | 6 |
| COMM 1601B | Introduction to Journalism | 3 + 7 | 6 | WAT1106C | Web design | 3 + 7 | 6 |
| SMKG 1507B | Graphic Design for Marketing | 3 + 7 | 6 | STAT 1104B | Essentials of Statistics | 3 + 7 | 6 |
| → Start of Level 1 | | | | End of Level 1 → | | | |
| YEAR 2 | | | | | | | |
| <i>Semester 1</i> | | | | <i>Semester 2</i> | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| SERV 1101B | Services Marketing | 3 + 7 | 6 | COMM 2412B | Public Relations | 3 + 7 | 6 |
| COMM 2407B | New Media Challenges | 3 + 7 | 6 | COMM 2506B | Communication Strategic Management | 3 + 7 | 6 |
| LANG 2111B | English for the Media | 3 + 7 | 6 | COMM 2105B | Public Speaking | 3 + 7 | 6 |
| LSGP 2000B | Lifelong Skills and Good Practices | 3 + 7 | 6 | WPL 2000B | Workplacement | | 6 |
| COMM 2406B | Audio Visual Production II (Practical) | 3 + 7 | 6 | | | | |
| LWS 2801B | Law and The Media | 3 + 7 | 6 | | | | |
| → Start of Level 2 | | | | Finish of Level 2 → | | | |
| YEAR 3 | | | | | | | |
| <i>Semester 1</i> | | | | <i>Semester 2</i> | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 2401B | Media and Communication | 3 + 7 | 6 | SMKG 3408B | Customer Relationship Management | 3 + 7 | 6 |
| STAT 3304B | Research Methods for Communication | 3 + 7 | 6 | COMM 3104B | Sustainable Communication | 3 + 7 | 6 |
| SMKG 3508B | Marketing Communication | 3 + 7 | 6 | COMM 3413B | Social Media and Press Reporting | 3 + 7 | 6 |
| COMM 3408B | Global Communication | 3 + 7 | 6 | | | | |
| COMM 3411B | Media, Ethics and Society | 3 + 7 | 6 | | | | |
| DISS 3000 | Dissertation | | | DISS 3000 | Dissertation | | 12 |
| → Start of Level 3 | | | | Finish of Level 3 | | | |

Total Number of Credits: 180

P. BA (Hons) Communication– Part Time (Version 5.0)

| YEAR 1 | | | | | | | |
|-------------------|--|------------------|---------|-------------------|------------------------------------|------------------|---------|
| Semester 1 | | | | Semester 2 | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 1501B | Introduction to Communication Theories | 3 + 7 | 6 | SMKG 1507B | Graphic Design for Marketing | 3 + 7 | 6 |
| COMM 1101B | Business Communication | 3 + 7 | 6 | SMKG 1104B | Marketing | 3 + 7 | 6 |
| LANG 1112 B | French for the Media | 3 + 7 | 6 | COMM 1302B | Culture and Communication | 3 + 7 | 6 |
| COMM 1601B | Introduction to Journalism | 3 + 7 | 6 | | | | |
| →Start of Level 1 | | | | | | | |
| YEAR 2 | | | | | | | |
| Semester 3 | | | | Semester 1 | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 1411B | Audio Visual Production I (Theory) | 3 + 7 | 6 | SERV 1101B | Services Marketing | 3 + 7 | 6 |
| WAT1106C | Web design | 3 + 7 | 6 | COMM 2407B | New Media Challenges | 3 + 7 | 6 |
| STAT 1104B | Essentials of Statistics | 3 + 7 | 6 | LANG 2111B | English for the Media | 3 + 7 | 6 |
| | | | | LSGP 2000B | Lifelong Skills and Good Practices | | 6 |
| →End of Level 1 | | | | →Start of Level 2 | | | |
| YEAR 3 | | | | | | | |
| Semester 2 | | | | | | | |
| Code | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 2406B | Audio Visual Production II (Practical) | 3 + 7 | 6 | COMM 2506B | Communication Strategic Management | 3 + 7 | 6 |
| LWS 2801B | Law and The Media | 3 + 7 | 6 | COMM 2105B | Public Speaking | 3 + 7 | 6 |
| COMM 2412B | Public Relations | 3 + 7 | 6 | PORT 2000B | Portfolio | | 6 |
| →End of Level 2 | | | | | | | |
| YEAR 4 | | | | | | | |
| Semester 1 | | | | Semester 2 | | | |
| NeCode | Modules | Hrs/Wk L + SL | Credits | Code | Modules | Hrs/Wk L + SL | Credits |
| COMM 2401B | Media and Communication | 3 + 7 | 6 | COMM 3411B | Media, Ethics and Society | 3 + 7 | 6 |
| STAT 3304B | Research Methods for Communication | 3 + 7 | 6 | SMKG 3408B | Customer Relationship Management | 3 + 7 | 6 |
| SMKG 3508B | Marketing Communication | 3 + 7 | 6 | COMM 3104B | Sustainable Communication | 3 + 7 | 6 |
| COMM 3408B | Global Communication | 3 + 7 | 6 | COMM 3413B | Social Media and Press Reporting | 3 + 7 | 6 |
| DISS 3000B | Dissertation | | | DISS 3000B | Dissertation | | 12 |
| →Start of Level 3 | | | | →End of Level 3 | | | |

Total Number of Credits: 180