

# Diploma/BSc (Hons) Communication Studies (Specialisation: Business Communication) (SH350)

## 1. Objectives

The Programme aims at broadening and deepening knowledge and appreciation of the economic, social and cultural importance of communication. It also provides practical knowledge and some hands-on experience in media or media related industries, both from the local and international perspectives.

The Programme offers two fields of specialisation, namely (i) Business Communication (SH350) and (ii) Journalism (SH351). Students will have to choose their field of specialisation as from Year 2.

After successful completion of Year/Level 2, students wishing to leave the Programme may be awarded the Diploma which would earn them a total of 67 credits.

## 2. Specific Titles

Diploma in Communication Studies (Specialisation: Business Communication)  
Diploma in Communication Studies (Specialisation: Journalism)

BSc (Hons) Communication Studies (Specialisation: Business Communication)  
BSc (Hons) Communication Studies (Specialisation: Journalism)

## 3. General Entry Requirements

As per General Entry Requirements for admission to the University.

## 4. Programme Requirements

'O' Level Pass in English Language and at least two Passes at Advanced Level.

**NOTE:** Holders of the **Diploma in Communication Studies** awarded by the University of Mauritius may be directly admitted in the third year/level of the degree. They may, however, be required to complete some Year/Level 1 and Year/Level 2 modules.

## 5. PROGRAMME DURATION (FULL-TIME BASIS)

	Normal (Years)	Maximum (Years)
Diploma:	2	3
Degree:	3	5

## 6. MINIMUM CREDITS REQUIRED FOR AWARD OF DIPLOMA AND DEGREE: 67 AND 104 RESPECTIVELY

Breakdown as follows:

CREDITS FROM						
	CORE MODULES	ELECTIVES	WORK PLACEMENT	DISSERTATION	RESEARCH PROJECT + 1 ELECTIVE	TOTAL
DEGREE	83	3	9	9		104
DIPLOMA	63	-	4	-		67

## **7. Credits per Year**

As per University Regulations.

## **8. ASSESSMENT**

Each module can either be taught in one semester only (semester module) or throughout the two semesters (yearly module).

Each module will be assessed over 100 marks with details as follows (unless otherwise specified):

Assessment will be based on a written examination of 2 to 3-hour duration (normally a paper of 2 hour duration for modules carrying less or equal to three credits, and 3 hour paper for modules carrying six credits) and on continuous assessment done during the semester or year. The examination duration for modules assessed by 50% or more on continuous assessment may differ from the above.

The continuous assessment will count for 20-30% of the overall percentage mark of the module, except for a Programme where the structure makes for other specific provision(s) or where certain modules will be marked solely on a continuous assessment basis.

Continuous assessment may be based on laboratory work, seminars and/or assignments and should include at least two (2) assignments/tests per module.

An overall total of 40% for combined continuous assessment and written examination components would be required to pass the modules, without minimum thresholds within the individual continuous assessment and written examination. The same criterion will apply for modules being assessed jointly. Note that all overall mark for the two modules will be considered and not the individual marks for each of the two modules.

For modules which are assessed on a 100% Continuous Assessment basis, a monitoring system will be designed by the Communication Studies Unit in order to keep track of all student assignments (including presentations, projects, portfolios, class tests, etc) for adequate moderation.

## **9. Submission Deadline for Project**

To be submitted on the last working day of April of the academic year by 4.00 pm at latest.

As per UOM regulations, students will be required to upload their projects through the Turnitin platform.

## **10. Submission Deadline for Dissertation**

**Final copy:** Last week day of March of the Academic Year by 4.00 p.m at latest.

As per UOM regulations, students will be required to upload their dissertations through the Turnitin platform.

## 10. List of Modules

Module Code	Module Name	Hrs/Wk L+P	Credits
<b><u>CORE</u></b>			
COMS 1005(1)	Introduction to Media and Communication	3+0	3
COMS 1204(1)	IT for Communication	3+0	3
COMS 1002Y(1)	Performance Communication Skills	3+0	6
COMS 1008(1)	Written Skills in English	1½+0	3
COMS 1009(1)	Written Skills in French	1½+0	3
COMS 1202(1)	Principles of Public Relations	3+0	3
COMS 1007(1)	Principles of Journalism	3+0	3
COMS 2007(3)	Media & Ethics	3+0	3
SOCI 1105(1)	Introduction to Sociology	3+0	3
STAT 1201(1)	Statistics for Media and Communication	3+0	3
COMS 2006Y(3)	Communication Theory and Media Criticism	3+0	5
COMS 2101(3)	DeskTop Publishing	3+0	3
COMS 2102(3)	Organisational Communication	3+0	3
COMS 2201(3)	Development Communication	3+0	3
COMS 2204(3)	Work Placement I	-	4
COMS 2008Y(3)	Integrated Communication Strategies (BC)	3+0	6
COMS 2012Y(3)	Marketing Communication(BC)	3+0	5
COMS 2009Y(3)	Newswriting & Journalism Practice (J)	3+0	6
COMS 2013Y(3)	Broadcast & Digital Journalism (J)	3+0	5
COMS 3004(5)	Research Methods for Communication	3+0	3
COMS 3203(5)	Quantitative Techniques for Communication	2+0	2
COMS 3102(5)	Intercultural Communication	3+0	3
COMS 3202(5)R	Communication & Media:A Historical Perspective	3+0	3
COMS 3008Y(5)	Branding & Advertising (BC)	3+0	5
LAWS 3210(5)	Legal Aspects of Business Communication (BC)	3+0	3
COMS 3002Y(5)	Advanced Reporting (J)	3+0	5
LAWS 3211(5)	Law Relating to the Media (J)	3+0	3
COMS 4101(5)	New Forms of Media	3+0	3
COMS 4201(5)	Political Communication: A Critical Approach	3+0	3
COMS 4102(5)	Work Placement II	-	5
COMS 4103(5)	Work Report	-	2
COMS 4000(5)	Dissertation		
	Or		
COMS 4001(5)	Project + One Elective of weightage 5 acceptable to the Department	-	9
<b><u>ELECTIVES</u></b>			
COMS 3009(5)	Aspects of Film Studies	3+0	3
COMS 3215(5)	Contemporary Issues in Society	3+0	3

**Note: J – Journalism Specialisation; BC – Business Communication Specialisation**

## 11. Programme Plan - Diploma/BSc (Hons) Communication Studies

### YEAR I

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
COMS 1005(1)	Introduction to Media and Communication <sup>1</sup>	3+0	3
COMS 1204(1)	IT for Communication <sup>1*</sup>	3+0	3
COMS 1002Y(1)	Performance Communication Skills*	3+0	6
COMS 1008(1)	Written Skills in English	1½+0	3
COMS 1009(1)	Written Skills in French	1½+0	3
COMS 1202(1)	Principles of Public Relations <sup>2</sup>	3+0	3
COMS 1007(1)	Principles of Journalism <sup>2*</sup>	3+0	3
COMS 2007(3)	Media & Ethics <sup>2</sup>	3+0	3
SOCI 1105(1)	Introduction to Sociology <sup>1</sup>	3+0	3
STAT 1201(1)	Statistics for Media and Communication <sup>2</sup>	3+0	3

### YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<b><u>CORE</u></b>			
COMS 2006Y(3)	Communication Theory and Media Criticism	3+0	5
COMS 2101(3)	DeskTop Publishing <sup>1*</sup>	3+0	3
COMS 2102(3)	Organisational Communication	3+0	3
COMS 2201(3)	Development Communication <sup>2</sup>	3+0	3
COMS 2204(3)	Work Placement I <sup>2</sup>	-	4
COMS 3004(5)	Research Methods for Communication <sup>2</sup>	3+0	3
COMS 3203(5)	Quantitative Techniques for Communication <sup>2*</sup>	2+0	2
<b>Core for Business Communication</b>			
COMS 2008Y(3)	Integrated Communication Strategies (BC)*	3+0	6
COMS 2012Y(3)	Marketing Communication (BC)*	3+0	5
<b>Core for Journalism</b>			
COMS 2009Y(3)	Newswriting & Journalism Practice (J)*	3+0	6
COMS 2013Y(3)	Broadcast & Digital Journalism (J)*	3+0	5

**Note for Work Placement I:** The work placement should, as far as possible, be carried out in line with the field of specialisation. It should last the equivalent of 4 weeks full-time and should take place as from the end of Semester 1 of level/year 2. After completion of the placement, the student must submit a written report for assessment around the end of the second semester (the date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

<u>YEAR 3</u>			
Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
COMS 4101(5)	New Forms of Media <sup>1</sup>	3+0	3
COMS 3202(5)R	Communication & Media: A Historical Perspective <sup>2</sup>	3+0	3
COMS 3102(5)	Intercultural Communication <sup>1</sup>	3+0	3
COMS 4201(5)	Political Communication: A Critical Approach <sup>2</sup>	3+0	3
<b>Core for Business Communication</b>			
COMS 3008Y(5)	Branding & Advertising *	3+0	5
LAWS 3210(5)	Legal Aspects of Business Communication <sup>2</sup>	3+0	3
<b>Core for Journalism</b>			
COMS 3002Y(5)	Advanced Reporting*	3+0	5
LAWS 3211(5)	Law Relating to the Media <sup>2</sup>	3+0	3

<b>ELECTIVES</b>	<b>CHOOSE ONE OR ANY OTHER MODULE ACCEPTABLE TO THE DEPARTMENT</b>		
COMS 3009(5)	Aspects of Film Studies <sup>1**</sup>	3+0	3
COMS 3215(5)	Contemporary Issues in Society <sup>1</sup>	3+0	3
<b>AND EITHER</b>			
COMS 4102(5)	Work Placement II		5
<b>OR</b>			
COMS 4103(5)	Work Report + 1 Elective (weightage 5)	- 3+0	2 3
<b>AND EITHER</b>			
COMS 4000(5)	Dissertation (to be carried out preferably in area of specialisation)	-	9
<b>OR</b>			
COMS 4001(5)	Project <b>and</b> One Elective of weightage 5 acceptable to the Department		6 3

**Note for Work Placement II:** The work placement should be carried out in line with the field of specialisation. It should last the equivalent of 6 weeks full-time and should take place as from the end of Semester 1 of level/year 3. Within one month after the completion of the placement, the student must submit a written report for assessment (the date will be communicated by the programme coordinator). An interview concerning the placement may be carried out if deemed necessary by the department.

**Notes:**

- (a) Offering of electives are subject to availability of resources and critical mass. The Department may decide to offer additional electives. Electives may be taken from other departments or faculties, subject to approval of the programme coordinator.
- (b) <sup>1</sup> - Module taught and examined in Semester 1.
- (c) <sup>2</sup> - Module taught and examined in Semester 2.
- (d) \* - Module assessed 50% by continuous assessment
- (e) \*\* - Module assessed 100% by continuous assessment
- (f) Students who are already working within their area of specialisation can choose (with the approval of the Unit) not to do the Work Placement II. However, they shall be assessed through a work report (2 credits) and will need to complete an additional elective (3 credits).
- (g) R - Research Module, assessed 40% by examination and 60% by continuous assessment. In order to pass, student must obtain at least 50% in continuous assessment, 40% in examination and 50% overall.
- (h) A core module or an elective scheduled for a specific semester may be offered in another semester, subject to approval by Faculty Board.
- (i) Certain modules are taught and examined partly or wholly in French. Students are informed at the beginning of the semester by the Tutor.