



Faculty of Mass Communication

STUDENT HANDBOOK

2018/2019





University
October University for
Modern Sciences and Arts
Established by Dr. Nawal El Degwi in 1996



University of
Bedfordshire



MASS COMMUNICATION



Journalism



Broadcasting



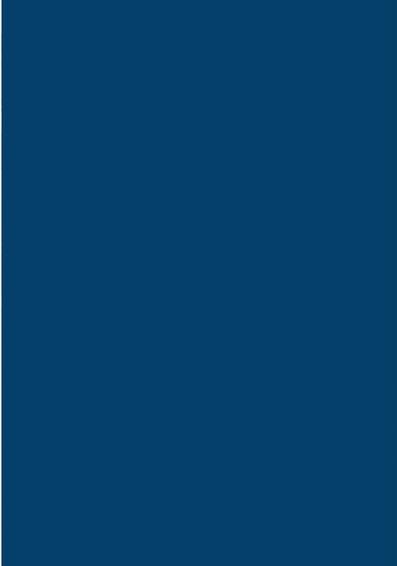
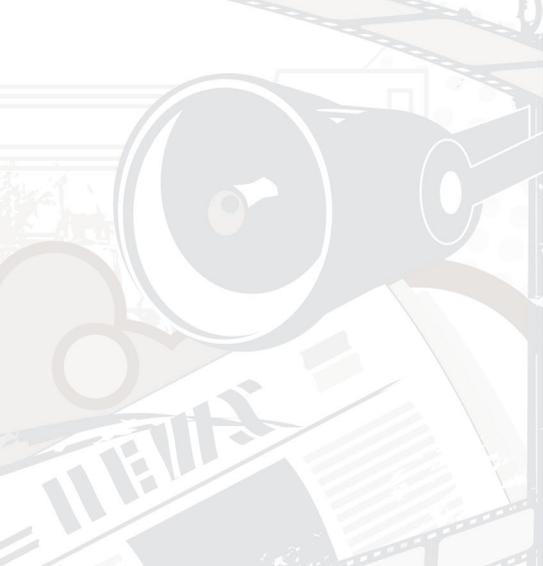
Advertising & PR

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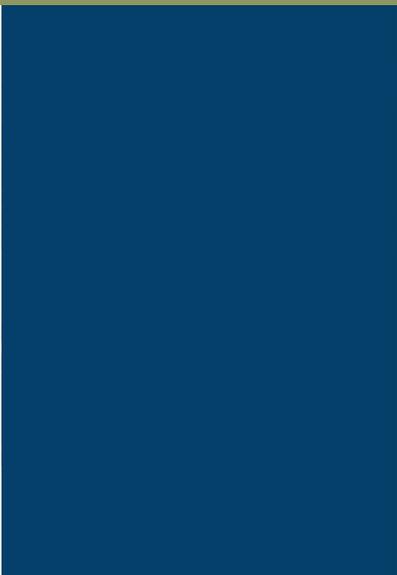




PURPOSE OF STUDENT HANDBOOK

STUDENT HANDBOOK serves as a guideline to **MASS COMMUNICATION**

students and contains information regarding university rules and regulations, student rights and responsibilities, relevant academic and admission policies, and all university services offered to the student.



Faculty of Mass Communication Dean Welcome

Dear students,

Welcome to our distinguished Faculty to which we are all proud to belong. Our main policy is to encourage you to be creative, different, proficient and able to utilize your skills. In addition, we do our best to meet the same British academic standards in course planning, teaching, exam writing and grading through our three programs of study: **Broadcast, Journalism and Advertising & Public Relations**. These Programs aim at refining students knowledge, exploring their talents, enhancing their creative way of thinking in order to be able to cope with today's rapidly changing and highly competitive environment. We are heading not only towards a man of success but also a man of values as well.



Our ambitions and dreams have no limits because of our outstanding staff members and teaching assistants, our brilliant-minded students, prominent and unique resources such as well-equipped studios and computer labs. This is why our highly qualified graduates have gained a world-wide recognition and they are actually occupying famous posts in Egyptian, regional and international media institutions and their performance is remarkably appreciated. Studying at the **Faculty of Mass Communication, MSA** is a unique experience. For us education is not just academics, it is how you enrich your way of living. Therefore, I invite you all to make use of being one of the University Community and participate in various social, cultural, scientific and sports activities. So make your study years at the university as rewarding and enjoyable as you can. And day by day what you choose, what you think, what you do is what you become. My door is always open to hear your suggestions for continuous improvement and to keep our Faculty ahead of competition. Let us hope that our world will be better than it used to be.

Prof. Ibtessam. A. El Gindi
Dean, Faculty of Mass Communication
MSA University



Introduction

October University for Modern Sciences and Arts (MSA) was established under Republican Decree No. 244 for 1996 to introduce state-of-the-art technologies and concepts in all disciplines. **MSA** is proud that its different programs were fully accredited before the graduation of its first class in Spring 2000.

MSA is a culmination of five decades of experience in the field of education on the local and international levels. **Dar El Tarbiah** was the first Language School founded by Egyptians in 1956. The institution has maintained an excellent reputation, based on the high quality of teaching and facilities that has been recognized both locally and internationally in GCE, IGCSE, GCSE as well as Thanaweya Amma and American Diploma. Our students' excellent performance in the British System has encouraged us to expand the British Section in our school to include both IGCSE & GCSE simultaneously. Our success in teaching all AL and AS subjects for almost 20 years with outstanding results in the IGCSE encouraged us to complete the undergraduate programs.

MSA is an English Language University. The current academic work of the university is divided into nine faculties, namely: **Faculty of Management, Faculty of Engineering, Faculty of Dentistry, Faculty of Pharmacy, Faculty of Biotechnology, Faculty of Computer Science, Faculty of Mass Communication, Faculty of Arts & Design** and **Faculty of Languages**. **MSA** is keen to provide its students with all the up-to-date tools needed to cope with the "Information and Communication Technology Era". That is why we are dedicated to the pursuit of excellence in curricula, facilities, staff and students. This is the main reason **MSA** has been internationally acknowledged by universities in the UK and USA as there are several cooperation agreements with prominent universities there. **MSA** programs are designed and implemented according to the most up-to-date international standards. All module outlines highlight the role of new and emerging technologies in meeting challenges posed by the "Information and Communication Technology Era".

MSA offers students an exceptional learning experience that enables them to compete in the highly-competitive global job market. The vast experience of **Dar El Tarbiah** Institution and **MSA University** in the field of education made its top management keen to adopt the British Education System due to its unique characteristics that provide students with the necessary up-to-date tools and skills in a flexible environment while at the same time insuring that students are highly committed and competitive.

MSA Website
www.msa.eun.eg



Introduction to MSA Campus & Facilities

- **MSA** has one of the largest campuses in Egypt (50 acres), situated just 30km from the center of Cairo in 6th October city.
- Open air spaces and greenery allow students to enjoy fresh air and work in a healthy environment.
- The campus includes over 60 scientific laboratories, over 20 computer laboratories, 130 lecture halls, a cinema hall, an indoor theatre (seating 1000 persons), a Roman theatre and 30 cafeterias around all campus.
- **MSA Library** located in building L.
- In addition to the two libraries, the campus includes several other facilities such as a dental out-patient clinic, 8 dental operation theatres, 2 large mass communication studios and 15 editing/ news/ digital photo/ photo processing laboratories.
- Sports facilities include six football fields, two volleyball and two basketball courts and two tennis courts. In addition to, a world class Gym, “**True Gym**” which is filled with the latest high-tech exercise equipment and professional trainers.
- The campus is covered by a wireless network.
- Building H, also called “the Research Center” helps to enhance the learning process and enrich the knowledge of both students and staff members. The building includes seven dental clinics, a dental operations room, 102 dental radiology rooms, a sterilization room, 134 dental chairs, and 31 computer labs.
- Building G includes 24 lecture halls, 24 auditoriums, 45 staff rooms, 4 computer labs, an opera house, and a cafeteria.



Introduction to Faculty of Mass Communication

The **Faculty of Mass Communication** emphasizes creative and professional aspects of mass communication; students do not only learn theories; they also learn how to apply theories in practice fields. By the time they graduate they are trained, qualified and ready to work as professionals.



The faculty aims at nurturing its graduates to mold them in up to date shape of market experience, all of which is constantly guaranteed by the limited number of students admitted in each program, available privileges and facilities, trainings, as well as selected staff of practitioners and field experts.

Our Vision

The **Faculty of Mass Communication** aims at becoming one of the top faculties nationally, regionally and internationally by providing outstanding education which guarantees diversity, transference of knowledge in an environment which fosters cross cultural communication, and encourages innovative academic research which contributes to the development of society.

Our Mission

The Faculty seeks to prepare distinguished graduates who are equipped with knowledge together with intellectual, professional, and general skills that qualify them for the demands of the job market. The Faculty also encourages its academic staff and teaching assistants to conduct research and implement it in community service in a way that is compatible with national priorities. The Faculty is keen to ensure continual growth and progress.

Why Mass communication at MSA

- Limited number of students in classes (Maximum 40).
- **MSA** is the only university that gives 4.5 teaching hours for 3 credit hour courses.
- Sophisticated Facilities:
 - * Two TV studios equipped with: mixers, professional cameras, monitors and lighting equipment.
 - * Two Professional Radio studios equipped with the latest professional radio production equipment including mixers, professional microphones, control rooms, sound proofing and acoustics.
 - * Two editing rooms equipped with more than 40 Apple Macintosh Computers for video and audio editing.
- Students have free access to online library databases as Ebscohost and J store.





- Highly performing students are recruited as teaching assistants and are supported to pursue their master degrees to advance in their teaching career
- The center for studies and statistics announced that 96.6% of **MSA** graduates are immediately employed after graduation.
- Preparation for Job Market
 - * Internships (trainings) are integral part of all Mass Communication majors. During these internships students get exposed to challenging job market requirements and learn how to apply theoretical studies in the practical field.
 - * Students are further exposed to well-known professionals from reputable media companies as they present their graduation projects to external panelists.
 - * Fieldtrips are organized to different media companies in the three fields for students to blend theories with real life experience.
- Recruitment opportunities:
 - * The Career Placement Center (CPC) at **MSA** organizes two employment fairs annually. These fairs include a wide range of national and multinational companies in various fields that offer job opportunities to the students. Interview skills and CV writing workshops are simultaneously provided by CPC to get the students prepared for these fairs.
- **MSA University** encourages young entrepreneurs to see through their private projects through available workshops and trainings

- High Student engagement; as each student automatically belongs to an on campus group of our “Family” system, such families provide different shapes of mentoring and guidance.
- The University and its faculties apply an “Edutainment” approach which is implemented through reaching the target learning outcomes by combining academic techniques and social activities available through student clubs, and field trips.
- Students acquire knowledge, transferable, and professional skills through courses like public opinion, media planning, social marketing and other thought provoking courses

Building a distinguished student character

- Rich Student Life: Community service (Orphans Day - Visits to Slum Areas), workshops (soft skills), cultural club for different talents and sports departments activities
- Students are exposed to a varied cross-cultural setting of over 10 nationalities.
- Extra-Curricular Activities
 - * **MSA Annual festival:** seeking to bridge the gap between **MSA Mass Communications** graduates and media practitioners in an annual gala festival that features student’s work before a number of exquisite professionals and on national and international media. Last edition of the festival featured 7 Arab countries and jury committee included prominent figures in the Media field like Tarek Nour, Medhat El Adl and Ekbal Baraka
 - * **MSA TV:** Student-Staff Online streaming TV that features work and productions of students of **Mass Communication** faculty as well as special programs by students of different faculties in the channel.
 - * **ACT Media Conference:** an annual conference that is held over 2 – 3 days every year featuring researchers and scientific researches and studies on the different domains of media. The conference also features prominent student work in the field of research and scientific studies which are integrated in its various seminars and published in the conference proceedings.
 - * **MSA Today:** a student to student quarterly publication by the **Faculty of Mass Communication**, covering all up to date affairs internally and off campus by the very hands of both; staff and students
 - * **MSA Book Fair:** In collaboration with El Ahram Organization, The Faculty hosts its annual Book Fair which features a vast number of authors and publications that vary from novels, to academic references. The 2016 Fair witnessed **MSA’s** Writers Competition Awards and The launching of the **MSA’s** Students first publication; Sikondo

Partnership with Bedfordshire University



To achieve international quality of education, **MSA** established a partnership with **Bedfordshire University**; an innovative British university with a heritage of top quality education going back more than 100 years.

Students' progress is closely observed by our esteemed British partners throughout the course of four years study at **MSA** to ensure implementation of international standards of education.

Mass Communication graduates receive two bachelor degrees accredited worldwide; one from Egypt and the other from United Kingdom.

Studying Abroad

During the summer of last year of study, students had the opportunity to travel to England and spend two weeks studying the internship course in Bedfordshire University.

Students were exposed to the BBC and several other key media institutions during their stay.



Academic Affairs and Regulations

Article 1: Study System

1. The academic year is comprised of two mandatory semesters, in addition to an optional summer semester.
2. The university applies the credit-hours system.
3. Each subject has a set number of credit hours, and each academic degree given by the university requires a certain number of cumulative credit hours that should be fulfilled by the student to earn the desired academic degree.
4. The medium of instruction is the English language, unless the university board decides otherwise, and exams are taken in the same language through which the curriculum is taught.
5. The student is allowed admission for the first time at any of the three semesters (Fall, Spring, and Summer), and is also awarded the degree at any of these semesters upon completing the required credit hours and scoring a cumulative grade point average (CGPA) of no less than C (2.0).

Article 2: Admission System

1. The university accepts Egyptian and foreign students who hold the Egyptian High School Certificate or an equivalent certificate with a minimum score of 55% according to the number of students and the other admission conditions set by the Council of Private and Public Universities each year.
2. Students applying for any of the various faculties sit for an English language admission test. When the student reaches the required level, he/she is allowed admission into the faculty of his/her choice, according to the requirements of this faculty.
3. As for the English International General Certificate of Secondary Education (IGCSE), the university accepts students according to the rules set by the Supreme Council for Universities, provided that they complete the qualifying subjects for admission at each faculty according to the rules set by the Supreme Council of Universities; Tansik Office for Acceptance of Students and the Council of Private Universities.
4. The American High School: Students are accepted according to the rules set by the Supreme Council of Universities.
5. The university accepts transferred students of other universities according to the following:
 - a. Meeting the admission requirements of the university
 - b. Students are exempted from studying courses they have already taken in their previous universities that are equivalent to the university's courses. The results of transferred courses are not counted in the student's total grade. Exemption is done according to the faculty to which the student is transferred and after the faculty's board approval of transfer and exemption.



- c. The faculty's board decides the number of credit hours that the student can be exempted from.
- d. Transfer is allowed within a month at most of the beginning of the academic semester.

Article 3: General Requirements for University Degrees

- **University mandatory requirements:** These are mandatory on each student in the university to be granted any degree from it.
- **Faculty mandatory requirements:** These are mandatory on each student in each faculty to be granted any degree from it.
- **Major mandatory requirements:** These are mandatory on each student who chooses this major as a main major of study.
- **Minor mandatory requirements:** These are mandatory on a specific specialization of the subsidiary specializations.
- **Major optional requirements:** These are a number of Units selected by the student out of a number of Units determined by the faculty in question.
- **General requirements:** The student chooses them out of any courses offered by the university.

Article 4: University Requirements

The university requirements are 6 to 12 credit hours (c.h.) in the English language courses, unless the university board decided otherwise. For most of the faculties, they are as follows:

- **ENG 101:** English for Academic Purposes
- **ENG 102:** English for Study Skills
- **ENG 201:** English for Research Purposes

Mandatory Arabic and Religion tests for the Egyptian High School students or of any equivalent certificate who did not pass these exams.

Article 5: Academic Advising and Monitoring

1. At the beginning of each academic year, each student is assigned an academic advisor who is a faculty member of the student's faculty. The advisor's role is to answer the student's questions on the curriculum or courses that they must specialize in. Further, he/she also has to follow up the student and his /her performance is to notify and advise the student in case his/her performance decreased than the normal level to help improve it.
2. If the CGPA of the student reached less than 2.0 in any semester (equivalent to C), he/ she is considered below the required standard level and is accordingly put under "Academic Probation" and is required to enhance his/her CGPA to 2.0 or more. The student is allowed to remain under academic probation for 8 semesters in the four-year faculties, and 10 semesters in the five-year faculties. If the student fails to raise his/her CGPA to 2.0 or more, his/ her registration in the university will be irrevocably cancelled.



3. Students under academic probation who got less than C in some Units are permitted to repeat the exams in these Units and the higher score is counted. This permission is annulled once the CGPA reaches C or 2.0 or more.

Article 6: Courses Registration:

1. Offered Units and registration dates are to be announced by the university each semester. The student selects the Units he/she wishes to study to get the desired academic degree in accordance with his/her interests and abilities and with the help of the academic advisor. After the selection is made, the student registers in the Units he/she wishes to study.
2. The student is not allowed to register in any Units before fulfilling the necessary requirements for it, and passing in Units that are qualifying and related to the desired Units.

Article 7: Drop, Add or withdrawal

1. After registration, the student is entitled to modify his/her wishes, and in this case a Unit can be removed and replaced by another, provided that the minimum and maximum number of required credit hours in each semester is observed. In this case, the student fills in a withdrawal and addition form and submits it to the faculty's registrar after it is signed by the academic advisor and the lecturers of these Units.
2. Adding and dropping is allowed within the first two week of the semester. The student is allowed to withdraw from a unit within four weeks from the beginning of the semester provided that sound reasons are offered and the Units lecturer accepted.

Article 8: Majors and Minors

1. For each student, there is a main major that he/she chooses according to the faculty's conditions. The student may determine a minor. Each faculty announces its offered minor courses and the conditions for studying them. If the student fulfilled the requirements of the minor, it will be shown on his/her graduation certificate.
2. After successful completion of the requirements of the minor, the student may register in another minor; in this case the student studies the Units required for the second minor which he/she did not study in the first minor. Both minors are then shown on the student's graduation certificate.

Article 9: Changing the Major or Minor

After deciding the major and minor, the student may change his/her choice. In this case, the changing major or minor form is filled by the student and signed by his/her academic advisor, and finally submitted to the faculty's registrar. The Units that the student completed in his academic achievements and his position are reassessed according to his/her new major.

Article 10: Inter-faculties Transfer

The university's students may transfer internally between faculties provided that the requirements of the faculty transferred is met, and after consulting the concerned departments and faculty



members and earning the approval of the faculty board. The student will be exempted from the courses he successfully passed, and the equivalent courses in the faculty transferred to. The scores of the transferred courses are counted in the student's general grade. This is done during a month at most from the beginning of the semester.

Article II: Courses Grades:

1. There is a grading system for each course in accordance to the rules set by the faculty's council.
2. Usually, 40% of the grade goes to the coursework, 20% to a written midterm exam, and 40% to a written final exam unless the faculty and university councils decide otherwise
3. Passing grades are calculated as follows:

Passing Grades Table

Letter Grade	Grade Range
A	90% or more
A-	From 85% to less than 90%
B+	From 80% to less than 85%
B	From 75% to less than 80%
B-	From 70% to less than 75%
C+	From 65% to less than 70%
C	From 60% to less than 65%
C-	From 56% to less than 60%
D+	From 53% to less than 56%
D	From 50% to less than 53%
F	Less than 50%

F is the failing grade for all university Units except for Units of the faculties of Pharmacy, Dentistry, Biotechnology in which any grade less than C is considered a failing grade for all Units except for English, computer, and mathematics courses.



Article 12: The Students Assessment System

1. The equivalent numerical values of the letter grades are as follows:

Letter Grade	Percentage (%)	GPA	UH Classes
A	≥ 90	4	1 st Class
A-	$\geq 85 < 90$	3.67	
B+	$\geq 80 < 85$	3.33	Upper Second (2:1)
B	$\geq 75 < 80$	3	
B-	$\geq 70 < 75$	2.67	Lower Second (2:2)
C+	$\geq 65 < 70$	2.33	
C	$\geq 65 < 70$	2	3 rd Class
C-	$\geq 56 < 60$	1.67	Fail
D+	$\geq 53 < 56$	1.33	Fail
D	$\geq 50 < 53$	1	Fail
F	< 50	0	Fail

N.B. "C" is the lowest grade for the faculties of Pharmacy, Dentistry, and Biotechnology Units except for English, computer, and mathematics courses.

2. Definitions:

2.1. **Study load:** is the total number of credit hours for the registered courses in a given semester.

2.2. **Acquired hours:** is the total number of credit hours of the courses taken and passed by a grade higher than F for all the faculties' students except for the students of Pharmacy, Dentistry, and Biotechnology (it is no less than C).

2.3. **Semester grading load:** is the total number of credit hours for the registered units in a given semester.

2.4. **Annual grading load:** is the total number of credit hours for the registered units in an academic year, which includes three semesters, i.e. Fall, Spring, and Summer, not necessarily in the previous order.

2.5. **Cumulative grading load:** is the total number of credit hours for the registered units throughout the years of study to this date.

2.6. **Assessment method:** The student is assessed in each semester according to the semester GPA; moreover, the student is assessed each year according to the year GPA. As for the student's total grade, it is calculated according to the CGPA and the mentioned above averages according to the following:

2.7. Calculating Semester GPA (SGPA):

$$\text{SGPA} = \frac{\sum (\text{numerical grade of a unit} * \text{number of credit hours for the unit})}{\text{Semester grading load}}$$

2.8. Calculating Year GPA (YGPA):

$$\text{YGPA} = \frac{\sum (\text{numerical grade of a unit during the year} * \text{number of credit hours per unit})}{\text{Annual grading load}}$$

2.9. Calculating Cumulative GPA (CGPA):

$$\text{CGPA} = \frac{\sum (\text{numerical grade of a units throughout years of study} * \text{number of total credit hours})}{\text{Cumulative grading load}}$$

3. Cumulative GPA levels:

- 3.1. Excellent for letter grades A, A-
- 3.2. Very Good for letter grades B+, B
- 3.3. Good for letter grades B-, C+
- 3.4. Fair for letter grade C

Article 13: Honour Ranks:

The honour ranks are calculated for students who get a GPA of 3.6 or more upon graduation. The honour mark is recorded on the students' certificate of graduation.

Article 14: Academic Scholarships:

1. The student gets a 20% deduction of tuition fees on the following semester, only if the student's semester GPA is 3.75 or more; provided that the CGPA is not less than 3.25. This deduction is applicable on all faculties except for Pharmacy, Dentistry, and Biotechnology; students of these faculties get 10% instead of 20%.
2. The student gets a 10 % deduction of tuition fees on the following semester, only if the semester GPA is from 3.5 to less than 3.75, provided that the CGPA is not less than 3.0. This deduction is applicable on all faculties except for the students of Pharmacy, Dentistry, and Biotechnology.
 - * When applying the above two items, it should be noted that the student has to have the full load listed in the internal code for each faculty for each semester.
3. The university grants scholarships for 20% of the tuition fees of new excellent students who get 95% or more in the Egyptian High School certificate (Thanawya Amma) or its equivalents. This is for the first semester for all students except for students of the faculties of Pharmacy, Dentistry who need to get not less than 100%.
4. The university offers scholarships in the form of 10 % deductions of the tuition fees of top scoring students who got 90% or more and less than 95 % in (Thanawya Amma) or an



equivalent certificate. This is for all faculties except for Pharmacy, Dentistry students who need to get 95 % or more and less than 100%.

Article 15: Pass, Fail and Repeat

1. If the student fails in any unit, he/she has to repeat it if it is a requisite for the desired major. The unit credit hours are calculated as part of the student's study load; provided that it does not exceed the regular study load in accordance to the faculty units.
2. The minimum study load of the fall and spring semesters is not less than 9 credit hours. Accordingly, the student is not allowed to withdraw from any registered subject if the credit hours will be less than the minimum number mentioned above unless for exceptional cases after the approval of the university president.
3. The regular study load for fall and spring semesters is between 15 credit hours for all faculties except for Pharmacy, Dentistry, and Biotechnology according to the units of the respective faculties as the regular study load for the aforementioned semesters is between 19 to 22 hours.
4. The study load for the student during the summer semester is one or two units.
5. The top achieving students and the ones who registered in the last semester are allowed to add one extra unit if the faculty and the university president approved, and if the timetable permits such addition.
6. If the student's absence days (for health issues or any other reason) exceeded 25% of the scheduled hours in any subject, the student will be deprived from sitting for the final exam for this subject, and will be given a failing grade.
7. In case of failing to attend or being deprived from the final exam of any given subject, the exam result will be considered zero, and the student fails. In cases of emergency, if the student offered an urgent excuse 24 hours before the written exam, and the university found it convincing with the attestation of the subject teacher in favour of the student's performance during the semester, the exam will be postponed to the end of a following semester in which this unit is offered. Hence, the student will not fail this subject until he sits for its exam.
8. The student fails a unit if he/she scores less than 25% on the final exam. The university council may raise this percentage for some subjects in any faculty or for all subjects in the faculty, like the subjects of Pharmacy, Dentistry, and Biotechnology in which the percentage reaches 30 %.
9. The student, who fails in a subject as a result of not achieving the minimum grade in the final exam as mentioned in the item above, cannot benefit from the mercy marks in the same unit and gets an F.
10. The student is granted no more than 5 mercy marks per semester, and they can be distributed on the subjects in which he failed in accordance with his faculty code (the mercy marks are not applicable for some units like Architectural Design in the faculty of Engineering - Architecture Department.)

Article 16: Student Unions:

1. Student unions are formed from the students registered in all faculties.
2. Student unions aim at achieving the following:
 - a. Developing spiritual and moral values amongst students, and getting them used to leadership and self-expression
 - b. Endowing students with the sound university spirit and strengthening the ties between themselves and the faculty members.
 - c. Discovering students' abilities and talents
 - d. Spreading and organizing sports, social, cultural and artistic activities and community service
3. The student union council work through the following committees:
 - a. Cultural activity committee
 - b. Artistic activity committee
 - c. Sports activity committee
 - d. Social activity committee
4. Each one of the aforementioned committees is formed under the supervision of a faculty member, chosen by the university president resolution, and a student from each faculty elected annually by his/her colleagues through classified ballot boxes. Each committee elects a secretary from its member students.
5. The student union council is formed yearly headed by the faculty member who is appointed by the university president, and the members are from the council's committee's leaders from the faculty members and the secretaries of the student union council committees. The council elects a secretary from its member students.

Article 17: Students Disciplining:

1. Flouting any of the rules, codes or university traditions is considered a discipline-requiring contravention: the most important of them are the following:
 - a. Acts that destabilize the system of the university and its facilities
 - b. Inciting students to skip classes, tests, and any university duties
 - c. Any act that contradicts the accepted code of ethics inside and outside of the university
 - d. Any act that destabilizes the exam system and any cheating incident or even attempts at cheating
2. Each student who gets caught cheating or trying to cheat gets dismissed from the exam room by the dean or the exam proctoring supervisor and gets deprived from this one exam or more.
3. Disciplinary punishment:
 - a. Verbal or written warning
 - b. Deprivation from student services
 - c. Dismissal from the faculty for not more than a month
 - d. Dismissal from the university for a period that does not exceed a semester
 - e. Irrevocable dismissal from the university



4. The faculty dean is entitled to implement the first six punishments from item 3 after the university president's authorization.
5. The disciplinary council is entitled to implement all punishments. The decision to refer the student to the disciplinary council is issued by the university president upon the dean's demand.
6. The student disciplinary council is formed as follows:
 - a. Faculty Dean
 - b. The faculty's vice dean or any of the department heads who are chosen by the faculty's dean
 - c. A faculty member chosen annually by the faculty council



Bachelor of mass communication program specifications

Aims of the program

- Enable students to develop both a theoretical understanding of the field of mass communications in general and practical vocationally oriented abilities in the field.
- Develop students' generic intellectual skills, especially those of analysis, synthesis, and evaluation, and extend their ability to access, extrapolate and work critically with information from a wide range of sources and a wide range of media;
- Enable students to develop employability skills appropriate to the level and help them to apply their specialized abilities in cognate areas of communication in contemporary society.

Program outcomes* - the program offers opportunities for students to achieve and demonstrate the following learning outcomes.

A. Knowledge and Understanding

On completion of this program the successful student will have knowledge and understanding of:

1. Academic theories and empirical research relevant to the study of mass communications in general, and a more critical, theoretically grounded approach to their specific field of study
2. The critical relationships between globalization and mass communication, specifically in relationship to the Arab world
3. The main institutions of mass media and the dynamics of their relationships with other social institutions.
4. The codes and conventions governing strategies of mass communication.

Teaching/Learning methods

Students gain knowledge and understanding through lectures, seminars, guided study and workshops, independent research, group work and tutorials.

Assessment

The quality of the knowledge and understanding gained by students on this program are assessed by means of a range of assessment tools: essays, timed seen and unseen exams, presentations, individual and group-based project work, and practical work.



B. Cognitive (thinking) skills

On completion of this program, the successful student will be able to:

1. Identify and evaluate the core theoretical claims and evidential base of academic arguments about media.
2. Combine disparate sources and forms of information, types of written and visual material to produce messages for specific purposes and audiences.
3. Assess the consistency and quality of different types of information and articulate reasoned critical judgments concerning its validity and logically consequential conclusions.
4. Creatively interpret and apply theories, concepts and other critical material to processes and practices of different forms of mass communication.

C. Professional & Practical skills

On completion of this program, the successful student will be able to:

1. Communicate effectively using a variety of media technologies; printed material, graphic and visual images, video and computer software, to edit these and work constructively with feedback
2. Efficiently plan, organize and execute research projects, anticipating and resolving problems encountered in meeting goals
3. Estimate and organize use of time in meeting specific briefs and other tasks.
4. Work effectively with the key tools and technologies of the mass media

Teaching/learning methods

Students also acquire, develop and improve their cognitive skills through lectures, seminars, guided study and workshops, independent research, group work and tutorials.

Assessment

Student acquisition, development and improvement of cognitive skills is also course work based assessment tools: essays, project-based work both practical and theoretical, case studies, documented planning of work. Specific assessment criteria are incorporated into modules to indicate the emphasis placed on specific kinds of cognitive skill in producing assessment material.

Teaching/learning methods

The MCOM program places particular emphasis on the importance of both specific kinds of media technology and a range of theoretically informed practical skills. These skills are learned through production practice, project planning, organization and execution, hands-on workshops and demonstrations.

Assessment

Student practical abilities are assessed through written coursework, project work and exams which allow students to work with particular technologies and varieties of creative practice within media field.

Graduate Skills

On completion of this program, the successful student will be able to:

1. Identify the learning skills required in any particular context and adapt existing skills where appropriate
2. Work effectively in group situations, adapt to the specific roles required in such contexts and interact appropriately
3. Work with a range of standard software packages operating on a number of platforms, in addition to specific media technologies
4. Distinguish between and work with a variety of forms of quantitative information and specifically to understand the factors which affect the construction and reliability of that information and the inferences which can be drawn from it.

Teaching/learning methods

The teaching and learning strategies of all modules on the Mass Communications degree incorporate methods which require students to develop the graduate skills identified by Bedfordshire University as core to student development.

Assessment

The formal procedures of assessment on all modules on the Mass Communications degree – exams, essays, seminar exercises, practice-based material, seminar attendance, informal, in-session feedback, and participation – provide an opportunity for staff to draw attention to and evaluate student progress with respects to core graduate skills.



Four years plan of Mass Communication Program

Overall structure of the program

The faculty offers a bachelor degree in **Mass Communication** in one of the following Majors:

1. **Journalism**
2. **Broadcasting**
3. **Advertising & PR**

The degree is awarded upon successful completion of 129 credit hours (42 courses)

During the first two years, students study general courses in the fields of social sciences, English, Arabic, Computer science and basic courses of the three fields of **Mass Communication: Journalism, Broadcasting and Advertising & PR.**

Before the beginning of the third year, students decide which major they would like to pursue and register courses accordingly.

Note: the level of a module is indicated by the first digit in the module code. Thus MCOM 101 is level one, MCOM 201 is level two, and so on.

The following page elaborates the four year plan for the **Faculty of Mass Communication**



Journalism: Code JR 2

Each student is highly advised to refer to his/her “Advising Form” for a comprehensive overview regarding the required prerequisites and units’ titles

First Year: Fall Semester

1. ENG 101
2. ARAB 101
3. CS 100
4. MCOM 101
5. HUM 130

First Year: Spring Semester

6. ENG 102
7. MCOM 103
8. MCOM 102
9. ARAB 102
10. ECO 102A

Second Year: Fall Semester

11. ENG 201
12. MCOM 213A
13. MCOM 212
14. MCOM 231
15. MCOM 211

Second Year: Spring Semester

16. MCOM 306
17. MCOM 228
18. MCOM 215
19. MCOM 214
20. MPSY 201a

Third Year: Fall Semester

21. MCOM 307
22. MCOM 202A
23. MCOM 311
24. MCOM 312
25. MCOM 301

Third Year: Spring Semester

26. MCOM 318
27. MCOM 317a
28. MCOM 319
29. MCOM 308
30. MPSC 201a



Fourth Year: Fall Semester

- 31. MCOM 450
- 32. MCOM 415A
- 33. MCOM 402
- 34. MCOM 414
- 35. MCOM 417

Fourth Year: Spring Semester

- 36. MCOM 451
- 37. MCOM 418
- 38. MCOM 405
- 39. MCOM 408
- 40. ELECTIVE

Fourth Year: Summer Semester

- 41. MCOM 426
- 42. Elective

List of Electives for JR 2

Course Code	Course Title	Credit Hours	Prerequisite
SFL100F	Second foreign Language I (French)	3	-
SFL100S	Second foreign Language I (Spanish)	3	-
SFL100G	Second foreign Language I (German)	3	-
SFL200F	Second foreign Language II (French)	3	-
SFL200S	Second foreign Language II (Spanish)	3	-
SFL200G	Second foreign Language II (German)	3	-
HUM120	Rise of Modern Civilization	3	-
MCOM 245	Film making	3	-
MCOM 205A	Film Critique	3	-
SCI 101	Scientific Thinking	3	-

BROADCAST: Code: BC 2

Each student is highly advised to refer to his/her “Advising Form” for a comprehensive overview regarding the required prerequisites and units’ titles

First Year: Fall Semester

1. ENG 101
2. ARAB 101
3. CS 100
4. MCOM 101
5. HUM 130

First Year: Spring Semester

6. ENG 102
7. MCOM 103
8. MCOM 102
9. ARAB 102
10. ECO 102A

Second Year: Fall Semester

11. ENG 201
12. MCOM 231
13. MCOM 213A
14. MCOM 212
15. MCOM 211

Second Year: Spring Semester

16. MCOM 227
17. MCOM 306
18. MPSY 201a
19. MCOM 215
20. MCOM 214

Third Year: Fall Semester

21. MCOM 307
22. MCOM 331
23. MCOM 332
24. MCOM 333a
25. MCOM 335a

Third Year: Spring Semester

26. MCOM 334
27. MCOM 434
28. MCOM 336
29. MCOM 444
30. MPSC 201a

Fourth Year: Fall Semester



- 31. MCOM 460a
- 32. MCOM 433
- 33. MCOM 431a
- 34. MCOM 301
- 35. MCOM 402

Fourth Year: Spring Semester

- 36. MCOM 461a
- 37. MCOM 308
- 38. MCOM 405
- 39. MCOM 408
- 40. ELECTIVE

Fourth Year: Summer Semester

- 41. MCOM 426
- 42. Elective

List of Electives for BC 2

Course Code	Course Title	Credit Hours	Prerequisite
SFL100F	Second foreign Language I (French)	3	-
SFL100S	Second foreign Language I (Spanish)	3	-
SFL100G	Second foreign Language I (German)	3	-
SFL200F	Second foreign Language II (French)	3	-
SFL200S	Second foreign Language II (Spanish)	3	-
SFL200G	Second foreign Language II (German)	3	-
HUM120	Rise of Modern Civilization	3	-
MCOM 245	Film making	3	-
MCOM 205A	Film Critique	3	-
MCOM 202A	For Broadcast students only	3	
MKT 201A	For Broadcast students only	3	
SCI 101	Scientific Thinking	3	-

Advertising and Public Relations: Code: APR 2

Each student is highly advised to refer to his/her “Advising Form” for a comprehensive overview regarding the required prerequisites and units’ titles

First Year: Fall Semester

1. ENG 101
2. ARAB 101
3. CS 100
4. MCOM 101
5. HUM 130

First Year: Spring Semester

6. ENG 102
7. MCOM 103
8. MCOM 102
9. ARAB 102
10. ECO 102A

Second Year: Fall Semester

11. ENG 201
12. MCOM 213A
13. MCOM 211
14. MCOM 212
15. MCOM 231

Second Year: Spring Semester

16. MCOM 306
17. MKT 201A
18. MCOM 226
19. MCOM 215
20. MCOM 214

Third Year: Fall Semester

21. MCOM 307
22. MCOM 310
23. MCOM 322a
24. MCOM 321
25. MPSY 201a

Third Year: Spring Semester

26. MCOM 423a
27. MCOM 420A
28. MCOM 320
29. MPSC 201a
30. MCOM 301



Fourth Year: Fall Semester

- 31. MCOM 470a
- 32. MCOM 424
- 33. MCOM 421
- 34. MCOM 202A
- 35. MCOM 402

Fourth Year: Spring Semester

- 36. MCOM 471a
- 37. MCOM 308
- 38. MCOM 405
- 39. MCOM 408
- 40. ELECTIVE

Fourth Year: Summer Semester

- 41. MCOM 426
- 42. Elective

List of Electives for APR2

Course Code	Course Title	Credit Hours	Prerequisite
SFL100F	Second foreign Language I (French)	3	-
SFL100S	Second foreign Language I (Spanish)	3	-
SFL100G	Second foreign Language I (German)	3	-
SFL200F	Second foreign Language II (French)	3	-
SFL200S	Second foreign Language II (Spanish)	3	-
SFL200G	Second foreign Language II (German)	3	-
HUM120	Rise of Modern Civilization	3	-
MCOM 245	Film making	3	-
MCOM 205A	Film Critique	3	-
SCI 101	Scientific Thinking	3	-

Progressing on your program

'Progressing' is the word which the university uses to talk about the basis on which you can move – or progress – from one level of study to the next during the course of your time at MSA. Progression is determined by the number of credit hours you achieve.

The following rules apply:

Freshmen: < 35 credits

Sophomore: 35 – 60 credits

Junior: 60 – 90 credits

Senior: > 90 credits

Important rules and policies

Tuition Refund Policy:

The faculty is based on NO REFUND policy. The students are not eligible for tuition refund after registration and finalizing semester schedule.

Leave of Absence (Freezing) policy

Occasionally, students may have to take a semester or two off because of circumstances beyond their control. Freezing policy is designed to assist such students. Students who have an approved leave of absence for a semester or a year may register for the semester in which they plan to return without applying for readmission.

Students who wish to freeze (before paying semester fees) should fill a deferral form from the admission office and pay a freezing fees.

Graduation

- Students shall automatically receive the award of the university for which they are registered and qualify for upon completion of the requisite number of credits with a GPA equivalent to C or above at the end of the semester during which the total credit hours was achieved.
- Students may postpone their graduation if they are still enrolled in the university in a minor program.
- Graduation Ceremonies for each year is usually held in October (includes the previous Fall, Spring and Summer Semesters).

Failure in Courses & Attendance at Exams

- Students must meet the deadline for submission of all coursework components and according to the requirements of the university and course instructor.
- Students who fail to attend the final exam will fail this course (F2).
- Students who fail to achieve 25% in the final exam, will fail this course (F3).
- Students with absence records of more than 9 absence, are subject to being deprived of the course (F1)



Dismissal from Class

Students dismissed from classes for insubordination or other disciplinary reasons are not to return to class until the Dean of Faculty permits it.

Incomplete Grade "I"

If a student cannot attend the final exam due to any emergency or extenuating circumstance, and the University President approves the case, then an incomplete grade will be given. Mid-term grade as well as course work grades are transferred to students who are given an (I) grade.

Subsequently, the student will be allowed to sit for the final exam of this module at the next opportunity without the need to repeat the coursework or attend the midterm.

This rule does not apply for students of year four as in this case they will have to repeat the course.

Probation policy

Probation students are students who fail to achieve a cumulative GPA of 2.00. Initially the student is notified and counseled by the Director of Student Affairs and his parents are officially informed. Probation students take only four courses if their GPA is 1.33 – 1.99 and three courses if their GPA is less than 1.33 instead of the regular five courses per semester. Probation students are allowed up to eight semesters to get out of probation. In this regard, the student has at most 8 chances to raise his/her GPA above 2.00. After that the student will be expelled from the faculty if he/she fails to raise the GPA within this period (summer is not counted).

Probation Repeat Policy

Students with CGPA below 2.00 will be allowed to repeat modules with a grade of C-, D+, D and F. The grade used in the final GPA is the best grade achieved by the student.

Exemption Policy

In very limited emergency cases, the student can ask to be exempted from the midterm exam. In the case of exemption, the percentage of the grade assigned to the Midterm exam is added to the Final exam's grade. For an exemption request to be approved, the student has to present the supporting documents that clearly justify the case. The "Exemption Form" has to be signed and approved by the respective Dean and the University President. It is worth mentioning that although the Faculty permits the exemption option, you should be aware that it entails a high level of risk to your academic progress in case you were not able to adequately perform at your final exam.

This rule does not apply for students of year four as in this case they will have to repeat the course.

Publication of Results

Grades are announced on notice boards at the end of each semester and before the beginning of the following semester.

Students are allowed to submit a grade appeal by filling an online form within maximum one

week after the declaration of results. The students then get the feedback to their appeals from the student affairs office one week after the appeal deadline.

• Accessing your time table

You are allocated to timetable lectures, studios, tutorials, labs based on your unit registrations. You have access to online registration (<http://portal.msa.edu.eg>) which you can reach through your personal account using your university identity card. After registering your schedule you have to get the approval of your academic advisor no later than 48 hours or else the online schedule will be cancelled automatically meaning that you will have registered online once again. Once the schedule has been approved it will be automatically available for you to access and print. You can drop and add units in the first week of the semester after which you have to abide by your schedule.

• How and When you will be assessed

The university academic calendar is published on MSA website and available in the university admission office at least one month to the commencement of each semester and student can access them anytime.

Printed copies of the examination schedule are available almost one week before exam periods, on the university website and as hard copies in the faculty register.

There are two main formal examinations during the fall and spring semesters namely: midterm and final exams and one period of the final examination during the summer semester which is an optional semester.

• Attendance Requirement

The contact between the staff and student is the most effective method of learning. Class discussions and comments as well as studio communication enhance students understanding for the unit content and give a new dimension to the learning experience. For these reasons, exceeding 25% absence in unit sessions (lectures, studios and tutorials/ labs) is grounds for deprivation from the final exam and automatic failure of the course.

• Late arrival for classes

Late arrivals disrupt the class and deprive other students from the required degree of concentration.

Students are only allowed into the class during the first 15 minutes. Otherwise, they miss the class and are recorded absent.

• Student feedback

Board of Study and Student Representation

The purpose of the board of study is to provide a forum for discussion between students and staff involved in all aspects of the course.



The membership includes:

- Chair (Dean)
- Director of Quality Assurance
- Director of Student Affairs
- Advising and Registration Manager
- Relevant course leaders
- Student Representatives
- Support Services Representatives
- Secretary to take the minutes

The students volunteer as representatives at the start of each academic year and the Student Affairs department ensures that all various interests on the course are represented. Student representatives are responsible for notifying the board with the students concerns, suggestions and complaints.

A meeting is held during each semester normally in the weeks 6-8 as declared in the quality assurance calendar. Dates of the board of studies are published on **MSA** website.

The agenda must include all obligatory items but further items suggested by student representatives and members of the committee should be added where appropriate.

The minutes should cover all agenda items and include a summary of the main points of discussion and an action/outcomes list. Any actions required should include the timescale, the name of the person responsible and when a report back to the board is expected, they should also include progress of actions from the previous minutes.

Career services and Employability

MSA is keen to provide its students with competitive programs that aim at preparing them to compete effectively in the job market. The academic advisors and tutors co-operate closely with the Career Placement Office which provides feedback on the skills required by the job market in a specific program. The office also provides feedback on points of strengths of **MSA** graduates and comments on areas that require improvement. This continuous effort insures that programs are up-to-date and relevant to the needs of both national and international employers.

The Career Placement Centre [CPC] conducts numerous activities that include Employment and Internship opportunities, Training, Marketing, and Market Research.

The CPC conducts a full profile of HR activities that include recruitment, training, and internships. The CPC is mainly handled by **MSA** students. The CPC benefits **MSA** students and graduates by creating a link between them and the corporate world, providing them with a comprehensive knowledge of the market and giving them first-hand enhancing experience of what to expect in the practical life.

Students are encouraged to create their career account and submit their CVs to get job opportunities in reputable companies in Egypt.

The CPC organizes periodical job fairs that aim at providing students with exceptional work opportunities. The office also contacts new employers to increase the number and to improve the standard of the portfolio of companies recruiting **MSA** graduates. The centre in collaboration with the Quality Assurance Unit is in the process of establishing an alumni society and has launched a new website for alumni.

MSA is committed to supporting you in enhancing your employability and helping you develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but also have the right skills, attributes and values to support their knowledge.



Mass Communication Activities

- **Achievers:** Mass Communication Faculty holds annual celebrations for the highest GPAs throughout the academic year to motivate them to keep moving forward by inviting their parents and handing out certificates of acknowledgment and appreciation.



- **Worker's Day:** A celebration solely dedicated to those who keep the wheels turning without being noticed, all the workers of the university are invited to enjoy a day that revolves around them and are granted a fun filled day to say thank you for their hard work and efforts.



- **Orphan's Day:** A number of Orphanages are invited every year to attend a celebration in their honor filled with fun activities such as trampolines, face painting, magic and puppet shows.

- **MSA TV:** An in house channel that was founded by the staff of Mass Communication to provide means of entertainment for students on campus through their active screens and also notify them with the latest updates on and off campus. The channel is student to student based that helps our eager students train as professionals in the field.



Mass Communication Activities

- **MSA Today Magazine:** A student based magazine under the supervision of the Mass Communication Faculty. It comes out every semester wrapping up all the news and updates while also providing various sections for students to unleash their creativity.



- **Honoring Students initiatives:** Students who have accomplished significant achievements in their lives or gave back to their communities are honored in the faculty board meeting held on monthly basis.



- **Media Innovation Festival for Youth:** an annual international festival that is held by the Faculty of Mass Communication to honor the winners of the most outstanding graduation projects among participating countries. All in the presence of the country's highest caliber of VIPs, celebrities and practitioners.



Campus Activity policy

This policy covers the supervisory role of the Faculty over student activities and student life.

1. Only approved student organizations may conduct student activities on or off campus. All Faculty activities are conducted by an officially recognized student organization and must be approved by the Vice Dean for Student Affairs. Initial scheduling and planning should begin early enough to have administrative approval five days prior to the event. These events should be cleared and entered on the Faculty calendar before any arrangements are made for food, bands, meeting facilities, etc.
2. Faculty groups are encouraged to hold their activities on campus. When an on or off campus facility is used by an organization, the organization is expected to observe to the fullest extent the rules and regulations governing the establishment. The Faculty, however, is not responsible for actions of members of organizations or their guests at functions held off campus.
3. Organizations may use facilities such as buildings, grounds, etc., subject to the regulations of the Faculty. Requests for facilities not regularly designed for student activities must be made through the Vice Dean for students' affairs.
4. Faculty regulations governing students and visitors will be maintained at all approved social affairs.

Any student parade, serenade, demonstration, rally, and/or other meeting or gathering for any purpose conducted on the campus must be scheduled with the Vice Dean for students affairs at least forty-eight hours in advance of the event. Names of the responsible leaders of the group must be submitted to the Faculty at the time of scheduling. The terms and conditions, including all audiovisual aids used to promote such assemblies and demonstrations, are determined by the Faculty. The use of any statements, signs, and/or pictures that are normally considered in poor taste are not permitted. Organizations which meet at regular times and places may, at the beginning of each semester, schedule such meetings with the designated official. Students assembling for meetings not authorized in accordance with these regulations are subject to disciplinary action which may result in dismissal from the Faculty.



Policies and Regulations

General rules and regulations

Registration Rules

1. Regular student (progressing according to the four-year plan) choose one of the ready-made schedules and sign it from the registration department.
2. Irregular students should make sure to:
 - Do pre-advising
 - Build-up schedule online
 - Approve the schedule
 - Sign the schedule
3. Each student registers five courses except probation students. From 0 – 1.32 student will take 3 courses, 1.33 – 1.99 student will take four courses.
4. All probation students should bring their parents to meet the director of student affairs and sign an acknowledgement document that summarizes the academic situation of the student. Students must finish this procedure first before going to registration department to do the schedule.
5. Once the university charges 10% fine for late registration, MCOM faculty registers four courses for the late registration students after bringing the approval of the instructors.
6. Students are allowed a period of two weeks to drop or add courses starting first day of classes.
7. After signing the schedule, students are not allowed to change sections unless there are exceptional cases that are approved by the faculty dean.
8. The student can't declare their major except after finishing the three introductory courses for the three mass communication fields; **Journalism, Broadcasting and Advertising & PR.**
9. Students can change major only during the first two weeks of classes. If the student decides to change major after the deadline, he/she will have to withdraw the workshop course and take the new major the following semester.
10. For summer semester:
 - The student pays by credit hour.
 - Maximum courses allowed are two courses.
 - The only students who are allowed to take 3 courses in the summer semester are the students who will graduate in this summer ONLY and must take MCOM426 + two other courses.
 - For the students who will travel to Bedfordshire to take MCOM426, they are not allowed to register other course with MCOM426. Also, they have to pay the fees of the course before travelling.
 - To register for the summer semester, students take a signed financial slip from the faculty



- registration office. The slip contains the courses, number of credit hours, and the time slot.
- Students present this slip to the accounting department to pay for the summer course.
11. The student must take 2 elective courses. Students can take elective course from other majors. For example, an APR student can take an elective course from BRD or JOR and vice versa.
 12. All students should stick to their turn. Only one student is allowed to do schedule at a time. No schedules are to be done for group of students together.
 13. The withdrawal process:
 - a. The student has the right to withdraw any course except English courses
 - b. The deadline of withdrawing is in the calendar of each semester on line
 14. It is not allowed for any student in the fourth year to do either exemption from the midterm exam or incomplete in the final exam.
 15. If the student wants to freeze a semester, he/she should go to the admission office and pay the fees for freezing.

Student Rights and Responsibilities

The goal of the Student Rights and Responsibilities Policy is to ensure that the appropriate student behavior is maintained in a diversified educational environment. It ensures transparency and consistency in expectations for conduct, as well as the address of and remedies for misconduct that are corrective, not punitive. This policy governs the non-academic behavior of students, identifies student rights, responsibilities, the behavior that is considered non-academic student misconduct, and the process by which student non-academic misconduct will be addressed together with the avenues of appeal.

Faculty of Mass Communication is a community of scholars in which the ideals of freedom of inquiry, freedom of thought, freedom of expression, and freedom of the individual are sustained. **Faculty of Mass Communication** is committed to supporting the exercise of any right guaranteed to individuals by **Faculty of Mass Communication** and to educating students relative to their responsibilities.

a. Student Rights:

Faculty of Mass Communication seeks to maintain an environment where students have the following rights:

- i. **Expression** - Students can freely examine and exchange diverse ideas in an orderly manner inside and outside the classroom.
- ii. **Association** - Students can associate freely with other individuals, groups of individuals and organizations for purposes which do not infringe on the rights of others.
- iii. **Freedom from Discrimination** - Students can expect to participate fully in Faculty of Mass Communication community without discrimination as defined by **Faculty of Mass Communication** regulations.



- iv. **Safe Environment** - Students can function in their daily activities without unreasonable concerns for personal safety.
- v. **Privacy** - Students are free of unreasonable intrusions into personal records and/or matters relevant to identity, living space and well-being.
- vi. **High Quality Resources** - Students have access to high quality resources which support intellectual and social development.
- vii. **Counseling** - Students have access to support in managing personal adjustments, understanding self and others, and career planning and personal decision making;
- viii. **Grievance Process** - Students have access to established procedures for respectfully presenting and addressing their concerns/complaints to **Faculty of Mass Communication**.
- ix. **Learning Beyond Formal Instruction** - Students have access to a variety of activities beyond the classroom, which support intellectual and personal development.
- x. **Education** - Students have access to excellent faculty, academic technology, classrooms, libraries, presentations and other resources necessary for the learning process.
- xi. **Participation in Community Affairs** - Students have opportunities to interact with people and institutions both within and beyond **Faculty of Mass Communication** community.
- xii. **Prompt Responses from Administration** - Students have the right to expect prompt and courteous responses from the Faculty's academic and administrative departments.
- xiii. **Academic and Administrative Policies** - Students can expect academic and administrative policies that support intellectual inquiry, learning, and growth.

b. Student's Responsibilities

In order to generate a positive Faculty environment, students will be responsible for and held accountable for exhibiting the following behaviors:

- i. Students are to practice, in words and actions, courtesy and respect to Faculty members, Faculty employees, fellow students, and visitors.
- ii. Students are expected to complete all assigned class work by the assigned deadline. This includes written work, studying, and other classroom projects that promote learning.
- iii. Students are expected to be punctual and to attend all classes
- iv. Students can insure the safety of themselves and others by walking in an orderly manner. This will be the only acceptable means for students to move throughout the building.
- v. Students are expected to adhere to all classroom rules as set forth by Faculty and administration.

c. Standards of Conduct

Generally, prohibited conduct for which a student is subject to discipline is defined as follows:

- i. Conduct which intentionally or recklessly threatens the health or safety of any person on Faculty-owned or leased property, at a Faculty sanctioned function, at the permanent or temporary local residence of a Faculty student, Faculty members, employee or visitor.
- ii. Unauthorized entry into or occupation of Faculty facilities which are locked, closed to student activities or otherwise restricted as to use.
- iii. Intentional disruption or obstruction of teaching, research, administration, disciplinary procedures, other Faculty activities, or activities authorized to take place on Faculty property.
- iv. Unlawfully blocking or impeding normal pedestrian or vehicular traffic on or adjacent to Faculty property.
- v. Violation of Faculty policies or regulations including policies concerning the use of Faculty facilities.
- vi. Alteration, fabrication, or misuse of, or obtaining unauthorized access to Faculty identification cards, other documents, or computer files or systems.
- vii. Any violation of local law, if such directly affects the Faculty's pursuit of its proper educational purposes and only to the extent that such violations are not covered by other Standards of Conduct and only where a specific provision of a statute or ordinance is charged in the complaint.
- viii. Failure to comply with directions of Faculty officials including failure to give identity in situations concerning alleged violations

Computer use policy

The Faculty provides an opportunity for students and other members of the Faculty community to enhance educational experiences and expand academic knowledge by making available access to computer facilities and resources, including the Internet, e-mail, and the World Wide Web. Thus, technology places a significant amount of power and information in the hands of its users that carries an equal amount of responsibility. Therefore, the following policy has been adopted to define responsible and ethical behavior relating to use of computing facilities and resources at the Faculty. The policy is applicable to all students. As a user of these resources, all faculty, staff and students are responsible for reading and understanding the policy. As a part of the physical and social learning infrastructure, the Faculty acquires, develops, and maintains a computing infrastructure consisting of computers, networks, and a variety of related support systems.

These computing resources are to be utilized for Faculty-related purposes, including but not limited to, the following:

- a. Direct and indirect support of the Faculty's service missions.
- b. Support of student and campus life activities.
- c. Support of the free exchange of ideas among members of the Faculty community, as well as the Faculty community and the local, national, and world communities.



All information technology resources are the property of the **Faculty of Mass Communication**. Except for personally owned computers, the Faculty owns, or has responsibility for, all of the computers and internal computer networks used on campus. Users of Faculty computing resources and facilities do not own the systems or the accounts they use when accessing Faculty computers or systems. All existing Faculty regulations and policies apply, including not only those regulations that are specific to computers and networks but also those that may apply generally to personal conduct. Rules prohibiting misuse, theft, or vandalism apply to all software, data, and physical equipment, including Faculty-owned data as well as data stored by individuals on Faculty computing systems.

User Responsibilities - «Do's and Don'ts»

- Do use the network according to the Faculty's code of conduct.
- Do use the network only for legal activity.
- Do use appropriate language. Do not swear, use vulgarities, or any other inappropriate language.
- Do not cut and paste information from the Internet as your own work.
- Do not access or change in any way another person's work.
- Do not gain or attempt to gain unauthorized access to resources or information.
- Do not log into the computer without permission.
- Do not damage or mistreat computer equipment under any circumstances.
- Do not copy, download or install any software or programs to Faculty computers.
- Do not remove, relocate or modify hardware or software.
- Do not download or stream audio/video files. This limits everyone's use of our computer network.
- Do not connect to the **Faculty of Mass Communication** network any personal computer or other equipment without permission from the technical staff. This includes (but is not limited to) laptop computers, gaming devices, storage devices, telephones, PDAs, digital cameras, and MP3 players. The **Faculty of Mass Communication** Administration and/or Technology staff reserves the right to inspect the contents of this equipment at any time.

a. Appropriate use guidelines

The rights of academic freedom and freedom of expression apply to the use of Faculty computing resources. So too, however, do the responsibilities and limitations that are associated with those rights. The use of Faculty computing resources, like the use of any other Faculty - provided resource and like any other Faculty-related activity, is subject to the normal requirements of legal and ethical behavior. Student access to and use of electronic tools such as e-mail and the Internet is intended for Faculty business and educationally related purposes. Limited and reasonable use of these tools for occasional student personal purposes is permitted as long as the use does not result in additional cost or loss of time or resources for intended business purposes.

b. Inappropriate Uses

Students must use good judgment in the use of all computing resources, including but not limited to Internet access and e-mail use. E-mail messages must be appropriate in type, tone

and content. Employee and student use of e-mail and the Internet must be able to withstand public scrutiny without embarrassment to the Faculty. Computing and telecommunications may be used only for legal purposes and may not be used for any purpose which is illegal, unethical, dishonest, damaging to the reputation of the Faculty or likely to subject the Faculty to liability. Inappropriate uses of computing resources at the Faculty include, but are not limited to, the following:

1. Any activity that would negatively affect the use of the network by others.
2. Illegal copying, sharing or transmission of copyrighted software or other material licensed or otherwise protected by copyright.
3. Any activity that would cause another user to lose control or usage of a computer or account.
4. Commercial or profit-making activities unrelated to the Faculty's mission.
5. Creating, transmitting, executing, or storing malicious, threatening, harassing, obscene, or abusive messages, images, programs, or materials.
6. Violating Faculty security, damaging Faculty systems, or using computing privileges to gain unauthorized access to any Faculty computer system and/or any computer system on the Internet.
7. Any activity that violates Faculty laws, policies or regulations.
8. Promoting political or religious positions or activities.
9. Accessing or using another person's account for any reason.
10. Removing or defacing hardware, software, manuals, etc. from computer labs.

c. Disciplinary Action

Engaging in any activity that violates the Computer Use Policy may result in the immediate suspension of an individual's computer access privileges, other disciplinary and/or legal action. The imposition of any sanction imposed under this policy is subject to review pursuant to applicable provisions of the Faculty, Staff and Student Handbooks.

Health and safety policy

Faculty of Mass Communication seeks to maintain a healthy work environment, as well as the safety and well-being of its employees. All employees and contractors shall take responsibility in achieving this aim. Employees and contractors shall comply with the Health and Safety policies, guidelines and principles.

a. Requirements and regulations

i. Health

The aim of **Mass Communication** Faculty is to protect and promote the health of Faculty community and their visitors, to enhance public health practice and support workforce development. Actions will be taken directly by the Faculty to prevent the development



and spread of disease and illness. It includes activities such as health surveillance and the introduction of regulations to prevent the exposure of individuals to health hazards. Consequently, the public health standards will be applied for the following:

Food Control

Concerning the conditions of public health, this required to be available in **Faculty of Mass Communication** cafeterias and restaurants. The violations or any unacceptable performance is subject for taking precautions and sanction procedures by public health inspectors such as, confiscate the materials, warning letters, and closing the outlet.

Environmental Control

Faculty of Mass Communication takes the responsibility (direct or indirect) to:

- Remove the rubbish from the Faculty campus on daily bases, including the official holidays and days of weekend.
- Conduct pest control operations outside Faculty buildings permanently.
- Prevention of flies conducting on weekly bases.
- Prevention of mosquito conducting on weekly bases.
- Prevention of rats be conducted if needed and after prior permission.

ii. **Safety**

All students, management, staff and faculty are required to abide by these rules, which are in compliance with the requirements of laws and regulations for health and safety.

- Each person employed by or studying at **Faculty of Mass Communication** has a responsibility to care for his/her own safety and for the safety of others. All persons working at the Faculty should aim at improving the safety environment of the community.
- All those having a supervisory role at **Faculty of Mass Communication** are expected to identify and report the hazards in their area of control, and propose solutions within their area of expertise.
- Specialized safety persons should carry out risk assessments and propose adequate solutions to remove identified hazards.
- Specialized persons should take the appropriate control measures to reduce the level of risk associated with the identified and potential hazards.
- All personnel who may be affected by such hazards must be made aware of the risk assessment and the control measures introduced to reduce the risk in that particular area.
- Visitors working in a department do so with the permission of the head of the department or an authorized deputy, and are required to follow departmental safety procedures. A visitor is any person who is not a staff member or a student of that department.
- All injuries and hazardous conditions must be reported to a supervisor immediately.
- Students, staff and faculty must follow the safety rules defined in each department at all times, and also implement the procedures to minimize safety hazards.
- Approval of an authorized supervisor is required before any staff and/or faculty member can make any changes in established safety rules and procedures
- Direction and monitoring from a supervisor is required before any staff or faculty

member can proceed with any hazardous job or the operation of any machine with which he is not familiar or unsure of its hazards.

- All faculty, staff and students are required to know the following:
- The evacuation plan and the emergency procedures to be followed in the event of fire or any other emergency that will put personnel at risk. Each building will have an evacuation plan tailored to the personnel in the faculty and the types of hazards associated with the activities in the faculty.
- The escape route floor plans will be clearly posted in every building.
- The location and operation of fire extinguishers and alarms, and how to operate them.
- Instructions and training on the use of this equipment is mandatory.
- Each building should have fire extinguishers appropriate for its activities.
- The fire extinguishers should be checked regularly by qualified personnel.
- Personal protection equipment, such as goggles, earmuffs and respirators must be worn when required.
- All workers should familiarize themselves with the location of the first-aid kit and its use.
- Use, store and/or transport flammable and toxic substances and compressed gases only according to the procedures posted.
- Obey the non-smoking policy of **Faculty of Mass Communication**.

b. Safety measures and emergency evacuation procedures Orientation

Orientation of the campus community to safety measures

The staff members and employees will be informed through orientation sessions about their responsibility and how to act and respond to certain safety measures. The orientation sessions will address the following:

Department Responsibility

In order to achieve the objectives of the Health, Safety and Environment policy, the Department shall adhere to:

- Setting health and safety norms and standards as well as the procedures and practices governing them.
- Acquainting all employees and visitors with health and safety procedures
- Providing appropriate safety gear to employees as per their job requirements.
- Providing adequate training, information, instructions and supervision.
- Ensuring that all equipment, machinery, and tools are in good working conditions.
- Ensuring that all hazardous substances are stored in accordance with safety standards and norms.
- Promptly investigating any accidents or dangerous situations to rectify the risk.

Alcohol and drug policy

The Faculty is committed to the maintenance of a drug and alcohol free work place and the encouragement of a standard of conduct for employees and students that discourages the unlawful possession, use or distribution of controlled substances and alcohol on its property or as a part of any of its activities. Therefore, the unauthorized or unlawful possession, use,



manufacture, or distribution of controlled substances or alcohol on Faculty property or as a part of any of the Faculty's activities is expressly prohibited.

Statement of Disciplinary Action

Students violating the Faculty policy on alcohol or drugs are subject to sanctions up to and including expulsion from the Faculty and referral for prosecution. Students who use or possess drugs or alcohols are typically suspended from the Faculty and will have his/her parents notified.

Consensual Relationship Policy

Basic functions of a Faculty are the discovery and transmission of knowledge, activities which are founded upon the free and open exchange of ideas. For productive learning and the work that supports it to occur, members of the campus community should pursue their responsibilities guided by a strong commitment to principles of mutual trust, respect and confidence, as well as professional codes of conduct. Relationships between faculty, staff and students may involve power differentials that can carry risks of conflict of interest, breach of trust, abuse of power, and breach of professional ethics. Trust and respect are diminished when those in "positions of authority" are perceived as abusing their power. Those who abuse their power in such a context violate a duty to the Faculty community, undermine professionalism and hinder fulfillment of the Faculty's educational mission.

a. Guidelines

It should be understood by all members of the campus community that consensual relationships that occur in the context of educational or employment supervision and evaluation are generally deemed unwise because they present serious ethical concerns. Employees, whether faculty or staff, shall not engage in consensual relationships with students whenever the employee has a "position of authority" with respect to the student in such matters as teaching or in otherwise evaluating, supervising, or advising a student as part of the Faculty program or employment situation. Even in instances in which the employee, especially a Faculty members, has no direct professional responsibility for a student, the employee should be sensitive to the perceptions of other students that a student who has a consensual relationship with a Faculty members may receive preferential treatment from the Faculty members or the Faculty member's colleagues.

Consensual relationships between Faculty members and students occurring outside the instructional context may lead to difficulties particularly when the Faculty members and student are in the same academic unit or in units that are academically allied.

The Faculty members may face serious conflicts of interest and should be careful to distance himself/herself from any decisions that reward or penalize the student involved. Supervisors, whether faculty or staff, shall not engage in consensual relationships with employees when the supervisor has a "position of authority" with respect to the employee. Other faculty and staff may be affected because it places one in a position to favor or advance another's interest and implicitly makes obtaining benefits contingent on the relationship.

b. Procedures

When a consensual relationship exists or develops between an individual having a “position of authority” with respect to another within the Faculty, the person with the greater position shall immediately terminate the “position of authority” and report it to an appropriate supervisor. The supervisor shall make suitable arrangements for the objective evaluation of the student’s academic or employee’s job performance and for the protection of individual and Faculty interests.

c. Noncompliance with Policy

Faculty and staff who fail to remove themselves from a “position of authority” over a student or employee with whom a consensual relationship exists will be deemed to have violated an ethical obligation to students, employees, colleagues, and the Faculty. Credible allegations of Faculty member’s failure to avoid or terminate a relationship involving a “position of authority” while in a consensual relationship obligates the immediate or other appropriate supervisor to conduct a prompt and thorough inquiry to determine whether there is any validity to the allegation. Where it is concluded that a relationship involving a “position of authority” exists, the immediate or other appropriate supervisor shall terminate the “position of authority” and may impose sanctions against the parties involved.

Diversity Statement

The Faculty and its faculty and staff are committed to providing an equal educational opportunity to all students. One of the facets of the Faculty includes the opportunity to learn in an environment where there are other individuals from varied backgrounds and characteristics, which include, but are not limited to, race, ethnicity, religion, spiritual beliefs, national origin, gender, socioeconomic background, disability and intellectual perspective. The Faculty does not condone harassment (or other forms of inappropriate conduct) against any student.



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