

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرامج البكالوريوس/ والدراسات العليا

الغرض من هذا القالب: توحيد البيانات المطلوبة في كافة البرامج العلمية لإتاحتها تمهيداً للمراجعة والنشر على الموقع الإلكتروني للكلية ومشاركتها مع الشركاء الدوليين.

إرشادات عامة للتعبئة

- يرجى استكمال جميع البيانات باللغة الإنجليزية، مع الالتزام بما ورد في اللائحة الأكاديمية المعتمدة.
- يرجى مراجعة الصياغة الإنجليزية قبل إرسالها إلى وحدة العلاقات الدولية ولجنة النشر على الموقع الإلكتروني.
- يرجى تسليم الملف بصيغتي Word + PDF.

أولاً: بيانات القسم والبرنامج

Department Name in English	-
Program Name in English	Mass Communication English Program
Program Level	Undergraduate
Name of the Head of Department / Program Coordinator in English	Vice Dean for Educational and Students' Affairs: Prof. Dr. Hanaa Farouk
Department Contact Email	
Date of Last Data Update	

ثانياً: وصف البرنامج باللغة الإنجليزية

يرجى كتابة فقرة واحدة باللغة الإنجليزية توضح طبيعة البرنامج، أهدافه العامة، ومخرجاته التعليمية المتوقعة.

The Faculty of Mass Communication established the English Program in the academic year 2005/2006 using the credit hours' system. Using English as the primary teaching language, the English Program is one of the pioneering educational programs in Egypt, as it allows students to study all subjects in English and prepares them to deal with various international media organizations and enhance their language through college practice. The following details explain the courses required to be studied by students in their first 2 years, after which they're supposed to enroll in a specific major/specialization for their 3rd & 4th years (as explained in the file of each major/specialized program). In their first 2 years, students study courses from all the 3 majors before specializing.

ثالثاً: بيانات الساعات والمدة

Total Credits	68 credits + 2 credits unadded to the GPA (Leading Business course)
Credits per Year	32 credits: 1st year 36 credits: 2nd year
Duration	2 years
Study System / Academic Levels	4 semesters

رابعاً: متطلبات الدراسة في البرنامج

نموذج موحد للبيانات واللوائح الأكاديمية باللغة الإنجليزية

يوضح هذا الجدول توزيع الساعات المعتمدة أو المقررات المطلوبة لاستكمال البرنامج وفقاً للائحة المعتمدة.

Component / Requirement	Required Credits	Academic Level / Semester	Notes
Core	53	1st & 2nd	[Notes]
Electives	15	1st & 2nd	[Notes]
Leading Business Course	2	1st	[Notes]

خامساً: لائحة المقررات باللغة الإنجليزية

يرجى إدراج جميع المقررات، مع الأكواد والوصف المختصر وطبيعة المقرر. يمكن إضافة صفوف حسب الحاجة.

Course Code	Course Title in English	Brief Course Description	Course Type	Credits	Level / Semester
GEN100	Arabic 1		Compulsory	2	First
GEN200	Arabic 2		Compulsory	2	Second
GEN101	English 1		Compulsory	2	First
GEN201	English 2		Compulsory	2	Second
UNV100	Critical Thinking		Compulsory	2	First
UNV101	Leading Business		Compulsory	-	First
GEN102	Introduction to Media Psychology & Sociology	This course focuses on how people interact with media and with each other under the influence of the media.	Compulsory	2	First
GEN103	Principles of Politics and International Relations	This course aims at teaching students the concept of politics, as well as the concept of "state" and its main elements.	Compulsory	2	First
GEN104	Character of Egypt	This course focuses on the character of Egypt and what distinguishes it historically and humanly.	Compulsory	2	First
GEN105	Modern & Contemporary History of Egypt and the World	This course provides students with a knowledge of the world's history during the 21st century, as well as Egypt's history during the same time period.	Compulsory	2	First
GEN106	Geopolitics	This course aims at developing students' skills that help them understand the regional political structure in today's world.	Compulsory	2	First
SOI100	Societal Issues		Compulsory	2	First
GEN108	Modern Arabic Literature	This course introduces students to the 21st century's literature, with a focus on how to read and criticize it.	Compulsory	2	First
GEN109	Fine Arts	This course aims to teach students basic art principles and the main principles of graphic design.	Compulsory	2	First
GEN202	Introduction to Music	This course aims to teach students basic theoretical and practical principles of music.	Elective	2	Second
GEN203	Graphics	This course aims to teach students essential skills for combining visual design elements.	Elective	2	Second
GEN204	Principles of Economics	This course focuses on an introduction to economic issues and basic economic methods	Elective	2	Second
GEN205	Modern Global Thinking	This course focuses on understanding new global issues and concepts.	Elective	2	Second
GEN206	Sustainable Development	This course focuses on the concept of sustainable development, its development and its basic principles	Elective	2	Second
GEN207	Protocol & Ceremonies		Elective	2	Second
GEN208	Introduction to Cinema	This course focuses on fundamentals of the filmmaking process, and its role as a visual means of communication	Elective	2	Second
GEN209	Introduction to Theatre	This course focuses on different theatrical techniques and elements, as well as the principles of acting and improvisation	Elective	2	Second
GEN210	Photo Culture in Media	This course aims at teaching students visual production in different types of media	Elective	2	Second
GEN211	Introduction to Drama	This course aims at teaching students the basic elements of drama through reading and discussing dramatic texts	Elective	2	Second

نموذج موحد للبيانات واللوائح الأكاديمية باللغة الإنجليزية

GEN212	International Law & International Organizations	This course aims at exploring current issues in international public and private law	Elective	2	Second
GEN213	Public Health	This course provides an understanding of public health and how it's affected by cultural, behavioral and societal factors	Elective	2	Second
GEN214	Fundamentals of Management & Planning	This course clarifies the main management theories and concepts	Elective	2	Second
DRJ200	Introduction to Print & Digital Journalism	This course aims at teaching students how to collect and analyze information, as well as how to use different formats of writing and electronic publishing	Compulsory	3	Second
TRP200	Introduction to Audio and Visual Media	This course introduces students to the basic principles of photography and videography	Compulsory	3	Second
PRC200	Introduction to PR	This course focuses on the importance of the public relations concept in the media industry	Compulsory	3	Second
ADV200	Introduction to Advertising	this course aims at defining the concept of advertising, and how it relates to communication	Compulsory	3	Second
COM201	Media Laws & Regulations	This course aims at teaching students the main laws and regulations that govern the media profession	Compulsory	3	Second
COM300	Media Research Methods & Applied Statistics	This course aims at teaching students to use applied statistics in media research. It also introduces students to the basic concepts of scientific research	Compulsory	3	Third
COM202	Communication Theories	This course aims at reinforcing students' understanding of communication and media theories, and how to apply them in research	Compulsory	3	Second
COM203	Writing for Mass Communication		Compulsory	3	Second
COM100	Communication Skills	This course focuses on important communication skills that a media professional should possess, as well as the different types of communication	Compulsory	3	First
COM301	International Communication	This course focuses on international media organizations, and how media messages can be redefined in an international context	Elective	3	Third
COM302	Digital Media	This course aims to teach students how to combine text, images, videos, and animation in order to create content	Elective	3	Third
COM303	Contemporary Media Environment & Communication Policies	This course aims at teaching students to compare communication and media outlets around the world	Elective	3	Third
COM304	Introduction to Political Communication		Elective	3	Third
COM305	Scientific Media	This course aims at teaching students how to write and edit scientific information, and how to present it in an interesting way	Elective	3	Third
COM306	Information & Documentation Systems	The student learns about Microsoft Office for word processing and internet skills	Elective	3	Third
COM307	Social Media	This course focuses on identifying different types of social media platforms, and what best characterizes each	Elective	3	Third
COM308	Public Opinion	This course focuses on the development of public opinion, as well as the main factors that affect shaping it	Elective	3	Third
COM309	Photography		Elective	3	Third

سادساً: : قائمة مراجعة قبل الإرسال

- تمت كتابة اسم البرنامج باللغة الإنجليزية كما يرد في اللائحة المعتمدة
- تمت إضافة وصف موجز للبرنامج باللغة الإنجليزية
- تم توضيح عدد السنوات الدراسية وعدد الساعات المعتمدة
- تمت إضافة بيانات التواصل الأكاديمي لرئيس القسم أو منسق البرنامج

نموذج موحد للبيانات واللوائح الأكاديمية باللغة الإنجليزية

- تمت إضافة لائحة المقررات مع الأكواد والوصف وطبيعة كل مقرر
- تم توضيح متطلبات الدراسة وتوزيع الساعات في البرنامج
- تمت مراجعة واعتماد الملف من الإرشاد الأكاديمي قبل الإرسال

د. نجلاء حامد

مديرة الإرشاد الأكاديمي