

Title of Programme: Initial Year in Mass Communications

Programme Code: HICIYMCS

For Collaborative: External Validation at Hertfordshire International College

# Programme Specification

This programme specification is relevant to students entering:  
23 September 2024

Associate Dean of School (Academic Quality Assurance):  
Tony Rosella

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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## Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification

## Initial Year in Mass Communications

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

### Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	Hertfordshire International College
<b>University/partner campuses</b>	College Lane
<b>Programme accredited by</b>	Not Applicable
<b>Final Qualification</b>	Not Applicable
<b>All Final Award titles</b>	Not Applicable
<b>(Qualification and Subject)</b>	
<b>FHEQ level of award</b>	0

#### A. Programme Rationale

The partnership between the College and University of Hertfordshire facilitates the acquisition of an undergraduate degree by international students who, because of their previous educational experience, are not normally able to gain direct access to the University's degree courses. The pathway has therefore been developed to satisfy important pedagogical issues:

1. To ensure that international students have a dedicated period of time, in a familial and safe setting, to adjust to and acquire the skills to prepare for further studies within a western learning environment.
2. To satisfy the University's quality protocols, which in turn are directed by the QAA Subject Benchmark requirements, for articulation purposes.
3. Facilitate access to a pathway leading to a University degree award.
4. Widen access and participation in higher education in line with the University's internationalisation agenda.
5. Commit to the provision of best practice customer service and student experience for international students and thus add value to the University's award winning student lifestyle.
6. Support the integrity of the University's QAA commitment by adopting and adapting the University's quality regime to form the basis of a robust, quality driven academic provision and administrative systems and processes.
7. Assist in the diversification of the student body.

#### B. Educational Aims of the Programme

##### Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in UPR TL03.

**Additionally this programme aims to:**

- Prepare students, who would not normally be considered qualified, to an appropriate standard for entry into UH, School of Humanities, at NQF Level 4 of the prescribed undergraduate degree schemes.
- To endow each individual with an educational pathway that augments opportunities for professional employment and development in the media sector at both a national and international level.
- Develop in students a fundamental knowledge that can demonstrate an understanding of the skills and appropriate techniques in law so as to support their transfer into NQF Level 4 of the prescribed degree schemes.
- Develop in students an appreciation and desire to learn based on competent intellectual and practical skills building to a set of transferable skills that will support them in all aspects of their onward academic studies/careers and assist informed decision making.
- Ensure that students have attained the prescribed level of inter-disciplinary language competence described as Level B2 'Independent User' by the Council of Europe, see Common European Framework of Reference for languages: Learning, teaching assessment 2001, Council of Europe, CUP, Cambridge, p. 24, Table 1. Common Reference Levels: global scale.
- Ensure that graduates have attained the prescribed level of inter-disciplinary language competence to a minimum pass mark of 50% in the Navitas/ACL accredited module Interactive Learning Skills and Communication, and therein a minimum 6.0 IELTS equivalent.

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### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Communication, Media, Film and Cultural Studies (December 2019) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1. Recall and define business terminologies, including those connected to internal and external operating processes, planning and strategy, growth, marketing, products/services, finance and accounting systems, information systems, and the management and development of human resource within organisations.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, workshops, coursework and practical assignments at all levels of the programme.</p>	<p>Knowledge and understanding are assessed through coursework assignments and exams.</p>
<p>A2. Understand and describe concepts and principles relevant to media and mass communications.</p>	<p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p>	<p>Coursework may include time-constrained assessments, in class tests, presentations (individual and group), group work, case studies and written reports or essays.</p>
<p>A3. Recall and define component parts related to globalisation, and how this connects to business, media, and mass communications.</p>		<p>Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, portfolios, exhibitions and presentations.</p>
<p>A4. Recall and describe the nexus that exists between planning, finance and accounting, marketing, HRM, legal systems, quality, economics drivers within a business.</p>		

<p>A5. Recall and identify language related to media studio practice.</p> <p>A6. Use the functions of Microsoft Word, Excel and PowerPoint to create documents, collate data and create presentations.</p> <p>A7. Understand the role and importance of the study of the history of scholarship as a basis to determining a full understanding, correct use of accurate nomenclature and an appreciation of fundamental concepts associated with a subject area.</p> <p>A8. Apply techniques and forms of effective and clear communication in a variety of academic and professional settings in accordance with Level B2 'Independent User' as described by the Council of Europe.</p>		
<b>Intellectual skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>B1. Make full use of library and College/University e-learning search (catalogue and bibliographic) resources.</p> <p>B2. Apply basic research techniques to sourcing and selecting appropriate academic data and literature.</p> <p>B3. Integrate oral, written, listening, reading, non-verbal and diagrammatic skills to effect clear communication.</p> <p>B4. Ability to analyse data and various modes of information using appropriate techniques.</p> <p>B5. Ability to begin to evaluate and start to apply, reasoned thinking and supportive evidence collation to conflicting sets of information and academic opinion.</p>	<p>Intellectual skills are developed through methods and strategies outlined in section A, above.</p> <p>Problem solving skills are further developed through in-course exercises and studio / laboratory work where applicable.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed through formative activities in tutorials, and summative coursework throughout. In-class tests and exams are also used to assess intellectual skills. These are clearly identified within the appropriate DMDs.</p> <p>Reports provide an opportunity to apply skills in secondary research, analysing data, synthesis of key theoretical literature, examinations of trade information etc. Exams test very specific areas of knowledge within the breadth of the curriculum, and require concentration on specific problems and issues.</p>
<b>Practical skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>C1. Employ key communication skills appropriate to undergraduate study, inclusive of written, oral, reading, speaking, numerical, graphical, and diagrammatic manipulation and presentation of information.</p>	<p>Practical skills are developed through students undertaking individual and group coursework.</p> <p>Throughout, the learner is expected to consolidate their development of practical computing skills by use of</p>	<p>Practical skills are assessed through group-work, individual project, essay and report assignments and through oral presentations</p>

C2. Employ analytical skills and methodologies as a basis to further study.	computers available in the learning resources centre.	
C3. Ability to begin to engage critically with regard to the subject area.		
<b>Transferable skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
D1. Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes and relevancy.	Transferable skills are developed through the programme by workshops, group-work and individual coursework.	Transferable skills are assessed through individual and group oral presentations to assess both preparation and delivery, and assessed written assignments.
D2. Use and clearly communicate discursive, numerical, statistical, and diagrammatic ideas, concepts, results and conclusions using appropriate technical and non-technical language and language style, structure and form.		
D3. Apply basic research and referencing techniques to all aspects of study, information collation, information presentation and formulation of academic opinion.		
D4. Embed the importance of self-study and reliance. This involves cultivating and developing a responsibility within each student to take cognizance for their own learning, initiative, effective time-management and self-discipline within the academic and professional environments.		
D5. Begin to develop a very good conceptual understanding and evaluation of the main aspects of the cognate area and the wider context.		

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time mode.

Entry is normally at Level 0 for EU and international students who hold the equivalent of a High School certificate.

Intake is normally in Semester A (September) and Semester B (January).

### Professional and Statutory Regulatory Bodies

Not Applicable

### Work-Based Learning, including Sandwich Programmes

Not Applicable

### Student Exchange programme

#### Incoming Exchange

Not Applicable

### Study Abroad

Not Applicable

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

#### Table 1a Outline Programme Structure

**Mode of study** Full Time

**Entry point** Semester B or Semester C

**Level 0** (One-Semester)

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Interactive Learning Skills and Communication	0FBS0001	15	English	30	70	0	A,B,C
Introduction to Media Technology	0FTC1041	15	English	0	100	0	A,B,C
Business Studies	0FBS0002	15	English	60	40	0	A,B,C
Introduction to Mass Communications	0FHE1020	15	English	0	100	0	A,B,C

**Mode of study** Full Time

**Entry point** Semester A or Semester B

**Level 0** (Two-Semesters)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Interactive Learning Skills and Communication	0FBS0001	15	English	30	70	0	A, B
Principles of ICT	0FTC1029	15	English	60	40	0	A, B
Introduction to Media Technology	0FTC1041	15	English	0	100	0	A, B
Introduction to Mass Communications	0FHE1020	15	English	0	100	0	A, B
Globalisation	0FBS0004	15	English	50	50	0	B, C
Business Studies	0FBS0002	15	English	60	40	0	B, C
People & Society	0FHE1047	15	English	0	100	0	B, C
Business Management	0FBS0006	15	English	60	40	0	B, C

Progression to level 4 Integrated requires a minimum of 60 credits for one-semester students and 120 credits for two-semester students.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

No final award, grade transcript issued by HIC on request.

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS13](#) and [UPR AS14](#)).

### Progression routes:

- All progression routes outlined below are currently valid; however available progression will be updated on an annual basis in accordance with changes in UH provision.
- Entry is to integrated Level 4 delivery.

<b>Programme</b>
BA (Hons) Journalism and Media will become <a href="#">BA (Hons) Journalism and Digital Media (from September 2024)</a>
BA (Hons) Mass Communications
BA (Hons) Media will become <a href="#">BA (Hons) Digital Media and Communications (from September 2024)</a>

For some of the modules listed above that include student presentations, video recordings of these presentations will be made for moderation purposes.

These recordings will be managed in accordance with Navitas' Data Protection & Privacy Policies.

We will share the videos with internal moderators at HIC and external moderators at the University of Hertfordshire securely and destroy these in accordance with our Records Management, Retention and Disposal Policy.

Should you have any questions around this process and privacy please contact [privacy@navitas.com](mailto:privacy@navitas.com).

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## **E. Management of Programme & Support for student learning.**

### **Management**

The programme is managed and administered through:

- A Head of Teaching and Learning to help students understand the course / programme structure
- Student Representatives on the College Learning and Teaching Board
- A designated Academic Services Coordinator / Academic and Student Services Officer

### **Support**

At UH, students are supported by:

- Attractive modern study environments in two Learning Resource Centres, incorporating libraries and computer centres
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Moodle, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Office of the Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical Centre
- Careers Enterprise and Employment Services
- The Students' Union

At HIC, students are supported by:

- An induction week at the beginning of each academic semester
- Module tutors to provide academic support
- A Manager of Academic Services / Manager of Student Services to provide pastoral support and confidential academic and welfare advice
- A College Services Team that provides advice on issues such as finance, accommodation, well-being, welfare, international student support, etc.
- A Collaborative Partnership Leader (CPL) who is the link between the School and HIC and helps to ensure that students have a seamless transition to the full programme of study.
- Academic Services Officers to deal with day-to-day administration associated with the modules within the programme

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## **F. Other sources of information**

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.



The Ask Herts website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, UPR SA07 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>.

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## **G. Entry requirements**

For current entry tariff point requirements, please refer to the relevant page for the Course on the HIC ([hic.navitas.com](http://hic.navitas.com)) website or on the online prospectus.

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If you would like this information in an alternative format please contact: AskHIC ([ask@hic.herts.ac.uk](mailto:ask@hic.herts.ac.uk)).

## Initial Year in Mass Communications

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																				
		Knowledge & Understanding								Intellectual Skills					Practical Skills			Transferable Skills				
Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5
Level 0	Interactive Learning Skills and Communication	0FBS0001		x				x	x	x	x	x	x	x	x	x		x	x	x	x	
	Principles of ICT	0FTC1029				x	x			x		x	x	x	x	x		x	x	x	x	
	Business Studies	0FBS0002	x			x				x	x	x	x	x	x	x		x	x	x	x	
	Introduction to Mass Communications	0FHE1020		x						x	x	x	x	x	x	x	x	x	x	x	x	x
	Globalisation	0FBS0004			x					x	x	x	x	x	x	x	x	x	x	x	x	x
	Introduction to Media Technology	0FTC1041		x	x		x			x	x	x	x	x	x	x	x	x	x	x	x	x
	People & Society	0FHE1047							x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Business Management	0FBS0006	x			x				x	x	x	x	x	x	x		x	x	x	x	x

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Recall and define business terminologies, including those connected to internal and external operating processes, planning and strategy, growth, marketing, products/services, finance and accounting systems, information systems, and the management and development of human resource within organisations.
- A2. Understand and describe concepts and principles relevant to media and mass communications
- A3. Recall and define component parts related to globalisation, and how this connects to business, media, and mass communications.
- A4. Recall and describe the nexus that exists between planning, finance and accounting, marketing, HRM, legal systems, quality, economics drivers within a business.
- A5. Recall and identify language related to media studio practice.
- A6. Use the functions of Microsoft Word, Excel and PowerPoint to create documents, collate data and create presentations.
- A7. Understand the role and importance of the study of the history of scholarship as a basis to determining a full understanding, correct use of accurate nomenclature and an appreciation of fundamental concepts associated with a subject area.
- A8. Apply techniques and forms of effective and clear communication in a variety of academic and professional settings in accordance with Level B2 'Independent User' as described by the Council of Europe.

### Intellectual Skills

- B1. Make full use of library and College/University e-learning search (catalogue and bibliographic) resources
- B2. Apply basic research techniques to sourcing and selecting appropriate academic data and literature
- B3. Integrate oral, written, listening, reading, non-verbal and diagrammatic skills to effect clear communication.
- B4. Ability to analyse data and various modes of information using appropriate techniques.
- B5. Ability to begin to evaluate and start to apply, reasoned thinking and supportive evidence collation to conflicting sets of information and academic opinion.

### Practical Skills

- C1. Employ key communication skills appropriate to undergraduate study, inclusive of written, oral, reading, speaking, numerical, graphical and diagrammatic manipulation and presentation of information.
- C2. Employ analytical skills and methodologies as a basis to further study.
- C3. Ability to begin to engage critically with regard to the subject area

### Transferable Skills

- D1. Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes and relevancy.
- D2. Use and clearly communicate discursive, numerical, statistical, and diagrammatic ideas, concepts, results and conclusions using appropriate technical and non-technical language and language style, structure and form.
- D3. Apply basic research and referencing techniques to all aspects of study, information collation, information presentation and formulation of academic opinion.
- D4. Embed the importance of self-study and reliance. This involves cultivating and developing a responsibility within each student to take cognizance for their own learning, initiative, effective time-management, and self-discipline within the academic and professional environments.
- D5. Begin to develop a very good conceptual understanding and evaluation of the main aspects of the cognate area and the wider context.

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	Communication, Media, Film and Cultural Studies (December 2019)
<b>Type of programme</b>	Foundation
<b>Date of validation/last periodic review</b>	April 17
<b>Date of production/ last revision of PS</b>	November 2023
<b>Relevant to level/cohort</b>	All students entering September 2024
<b>Administrative School</b>	School of Creative Arts
<b>Language of Delivery</b>	English

**Table 3 Course structure**

Course details		
Course code	Course description	HECOS
HICIYMCS	Initial Year for Extended Degree in Mass Communications	100444