PROGRAM SHEET

BACHELOR OF ARTS IN COMMUNICATION STUDIES

(BACS)

Catalog 2010-2012

OFFICE OF THE REGISTRAR
AL AKHAWAYN UNIVERSITY
ENROLLMENT SERVICES

UNIVERSITY CORE CURRICULUM		44 SCH	
❖ SSK 1211	Strategic Learning for University Success (*Pre-requisite*: *Successful completion of at least three Language Center level I courses)*	2 SCH	Met ☐ not Met ☐
❖ SSK 1212	Information Literacy Skills *(Pre-requisite: Successful completion of SSK1211 and all Language Center level II courses except AWT1002)*	2 SCH	Met ☐ not Met ☐
SSK 1213	Critical Thinking and Analysis *(Pre-requisitet: SSK 1212 & ENG1301)*	2 SCH	Met ☐ not Met ☐
*ARB 1310 **or** ARB 1320	Arabic for Academic Purposes Arabic for Communication Purposes	3 SCH	Met ☐ not Met ☐
*FRN 2310 **or** FRN 3310	French for Academic Purposes II Advanced French Writing and Speaking Skills	3 SCH	Met ☐ not Met ☐
COM1301	Communication Through Speaking *(Pre-requisite: ENG 1301)*	3 SCH	Met ☐ not Met ☐
CSC 1400	Introduction to Computers	4 SCH	Met ☐ not Met ☐
ENG 1301	English Composition I (*Pre-requisite: should pass all language models)*	3 SCH	Met ☐ not Met ☐
ENG 2301	Critical Thinking and Written Communication *(Pre-requisite: (SSK 1211, SSK 1212, 1213) & ENG 1301 & COM1301)*	3 SCH	Met ☐ not Met ☐
HIS 1301 **or** **HIS 1302(**Arb**) **or** HIS 2301 **or** PSC 2301	History of the Arab World in **English** *(Pre-requisite: SSK1212) or* History of the Arab World in **Arabic**, (*equivalent to HIS 1301)*, or Contemporary World History (*Pre-requisite: ENG 1301)* ***or*** Comparative Political Systems *(Pre-requisite : ENG 1301 & SSK 1213 Pre-or- co requisite)*	3 SCH	Met ☐ not Met ☐
HUM 3302 **or** **HUM 3303 **or** LIT2301or **LIT 2304 **or** LIT 2305	Introduction to the Study of Islamic Civilization in **English** (*Pre-requisite: Junior Classification) or* Introduction to the Study of Islamic Civilization in **Arabic**), (*Pre-requisite: Junior Classification) or* Major Works of World Literature (*equivalent to ARB 2305/LIT 2305)* (*Pre-requisite: Sophomore Classification and ENG 1301 & Pre-or- co requisite: SSK 1213),or* Introduction to Arabic Literature (*equivalent to ARB 230)4* or Introduction to World Literature **in Arabic** (*equivalent to ARB 2305/LIT 2301)*	3 SCH	Met ☐ not Met ☐
HUM 3305 **or** HUM 3306 **or** PHI 2301 **or** PHI 2302	Science and Society (*Pre-requisite: Junior Classification*)or Comparative Religion (*Pre-requisite: Junior Classification*) or Philosophical Thought *(Pre-requisite: ENG 1301 & SSK 1213 Pre-or- co requisite)*, or History of Ideas *(Pre-or- co requisite: SSK 1213)*	3 SCH	Met ☐ not Met ☐
(1) MTH 1388 **or** MTH 1300	Introductory Mathematical Thinking *or* Discrete Mathematics	3 SCH	Met ☐ not Met ☐
BIO1401 **or** BIO 1402 **or** CHE 1400 **or** PHY 1400	Principles of Biology, Environmental Biology, Chemistry and the Environment, Conceptual Physics	4 SCH	Met ☐ not Met ☐
SOC1301 **or** SSC1310 **or** GEO 1301	Introduction to Sociology *(Pre-requisite: SSK 1212)* or Introduction to Anthropology, *(Pre-requisite: SSK 1212)* or Introduction to Geography, *(Pre-requisite: SSK 1212)*	3 SCH	Met ☐ not Met

Notes *:*

- **SSK 1211 & SSK 1212** may be co-requisites for students who finished their LC Level requirements (except AWT 1002) or do not need LC courses (except AWT 1002).

* **Arabic and French language requirements**: A total of 6 SCH in these languages is a requirement of the UCC. Students take 0-6 SCH of Arabic and/or 0-6 SCH of French, depending on their background. Students holding a Moroccan baccalaureate or having had Arabic as the language of instruction in high school are not required to take Arabic courses (0 SCH). They fulfill the Arabic language requirement by taking one of the following UCC content courses taught in Arabic: HIS1302, HUM3303, LIT2304, or LIT2305. Language requirement in the UCC should be met by taking French courses depending on the TEF score.

Students who have not had Arabic as the language of instruction in high school are required to successfully complete ARB1320 and any lower level pre-requisite Arabic language courses. A placement test will determine which Arabic courses (such as ARB1309 and ARB1310) are needed. A maximum of 6 SCH in Arabic can be counted as fulfilling the UCC language requirement. Any additional credits will not count towards the degree. All students must also pass the Arabic component of the Exit Exam.

All students are required to satisfy the TEF-B2 level of French, or take the required course(s) to reach the level needed, FRN3310, before graduation. Students will take a placement test which determines the French courses (such as FRN2310) needed to achieve this level of proficiency. A maximum of 6 SCH in French can be counted as fulfilling the UCC requirement. Any additional courses (such as FRN1305 and FRN1308) will not count towards the degree and will be graded on Pass/Fail basis. All students must also pass the French component of the Exit Exam.

** **History and Humanities requirement**: Students who take a content course taught in Arabic (HIS1302, HUM3303, HUM3304, LIT2304, or LIT2305) fulfill a History or Humanities requirement of the UCC. They may not take the equivalent course in English (HIS2301, HUM3301, HUM3302) or Arabic (ARB2304, ARB2305) to fulfill another requirement.

(1) **CS** majors students minoring in Business Administration must take MTH 1300 as part of the University Common Core. If they take MTH 1388 as a prerequisite to MTH 1300, the credits of the former will not count in the degree.

SCHOOL CORE CURRICULUM			**19 SCH**
HUM 3301	Introduction to Islamic Art and Architecture *(Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
SSC 3303	Research Methods *(Pre-requisite: SOC 1301 or SSC 1310 or PSY1301 or GEO 1301))*	3 SCH	Met ☐ not Met ☐
COM 2301	Advanced Speech and Multimedia (*Pre-requisite: COM 1301)*	3 SCH	Met ☐ not Met ☐
SSC 2401	Social Statistics *(Pre-requisite: MTH 1388 or MTH 1300)*	4 SCH	Met ☐ not Met ☐
SSC 4302	Senior Capstone *(Pre-requisite: SSC3303 & to be taken during the last regular semester)*	3 SCH	Met ☐ not Met ☐
INT 4300	Internship (*Pre-requisite: Senior standing)*	3 SCH	Met ☐ not Met ☐

COMMUNICATION STUDIES MAJOR CORE			**19 SCH**
COM 1302	Introduction to Mass Communication (*Pre-requisite: ENG 1301)*	3 SCH	Met ☐ not Met ☐
COM 2303	International Communication *(Pre-requisite: COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 2320	Communication Theories *(Pre-requisite: COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 2326	Visual Communication (*Pre-requisite: COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 2425	Print and Online Production Skills (*Pre-requisite: COM 1302)*	4 SCH	Met ☐ not Met ☐
PSY 1301	Introduction to Psychology	3 SCH	Met ☐ not Met ☐

CONCENTRATIONS (Select one only)	**21 SCH**

Students are required to choose one concentration of the two available. Students take three (3) required courses for the Concentration and four (4) optional courses in Communication.

MEDIA PRODUCTION

Required Courses: **9 SCH**

COM 2304	Video and Film Production (*Pre-requisites: COM1302*)	3 SCH	Met ☐ not Met ☐
COM 3321	Media and Society (*Pre-requisite: Junior standing, COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 4302	Electronic Media Production *(Pre-requisite: Junior standing & COM 2304)*	3 SCH	Met ☐ not Met ☐

PROFESSIONAL COMMUNICATION

Required Courses: **9SCH**

COM 3301	Public Relations Communication *(Pre-requisite: COM1302 , Junior standing,COM 2301)*	3 SCH	Met ☐ not Met ☐
COM 3310	Promotional Communication *(Pre-requisite: COM1302, COM 2301, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3330	Organizational Communication (*Pre-requisite: Junior classification & COM 2301*)	3 SCH	Met ☐ not Met ☐

In addition students must choose four additional courses from the following: **12 SCH**

COM 2304	Video and Film Production (*Pre-requisites: COM1302*)	3 SCH	Met ☐ not Met ☐
COM 3301	Public Relations (*Pre-requisite: COM1302, COM 2301, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3310	Promotional Communication *(Pre-requisite: COM1302, COM 2301, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3321	Media and Society (*Pre-requisite: COM 1302 , Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3322	Writing for the Media in English, French or Arabic (*Pre-requisite: Junior classification, ENG 1301, COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 3323	Writing for the Media in French (*Pre-requisite: Junior classification*, *COM 1302, FRN 3310)*	3 SCH	Met ☐ not Met ☐
COM 3324	Writing for the Media in Arabic (*Pre-requisite: Junior classification*, *COM 1302, ARB 1320)*	3 SCH	Met ☐ not Met ☐
COM 3327	Persuasion (*Pre-requisite: Junior classification)*	3 SCH	Met ☐ not Met ☐
COM 3328	Mass Media Texts Analysis *(Pre-requisite: COM 2320 & Junior Standing)*	3 SCH	Met ☐ not Met ☐
COM 3330	Organizational Communication (*Pre-requisite: Junior classification and COM 2301*)	3 SCH	Met ☐ not Met ☐
COM 3331	Communication Management *(Pre-requisite: junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3399	Special Topics in Communication *(Pre-requisite: junior standing)*	3 SCH	Met ☐ not Met ☐

COM 4302	Electronic Media Production *(Pre-requisite: Junior classification and, COM 2304)*	3 SCH	Met ☐ not Met ☐
COM 4303	Media Economics (*Pre-requisites: Senior Classification)*	3 SCH	Met ☐ not Met ☐
COM 4304	Media and Development (*Pre-requisites: Senior Classification)*	3 SCH	Met ☐ not Met ☐
SSC 3315	Women in Culture & the Media (*(Pre-requisite: junior standing)*	3 SCH	Met ☐ not Met ☐

MINORS — 15-18 SCH

WOMEN'S STUDIES — 18-19 SCH

Required Courses: **12 SCH**

SSC 2315	Sex, Gender and Power *(Pre-requisite: GEO 1301, PSY 1301, SOC 1301 or SSC 1310, and ENG 1301*	3 SCH	Met ☐ not Met ☐
SSC 3311	Women and Economic Development *(Pre-requisite: Junior Standing)*	3 SCH	Met ☐ not Met ☐
SSC 3315	Women in Culture and the Media *(Pre-requisite: Junior Standing)*	3 SCH	Met ☐ not Met ☐
SSC 3316	Women in Society and Politics (*Pre-requisite: PSC 2301, Junior Standing)*	3 SCH	Met ☐ not Met ☐

It is recommended that students choosing this minor take the course SSC 2315: Sex, Gender and Power, before they take the remaining three courses.

Plus two other courses from the school of Humanities and Social Sciences	**6 SCH**	Met ☐ not Met ☐

HUMAN RESOURCE DEVELOPMENT — 19 SCH

Required Courses: **10SCH**

HRD 2300	Introduction to Human Resource Development	3 SCH	Met ☐ not Met ☐
HRD 3401	Human Capital Management	4 SCH	Met ☐ not Met ☐
HRD 3302 **or** HRD 2301	Ethics in Professional Contexts *(Pre-requisite : junior standing)* Business Environment and Ethics for HRD	3 SCH	Met ☐ not Met ☐

In addition students must complete any three courses (9 SCH) from the list below **9 SCH**

HRD 3303	Training and Development (*Pre-requisite : HRD 2300)*	3 SCH	Met ☐ not Met ☐
HRD 3304	Strategic HRD (*Pre-requisites: HRD 2300 and 3301)*	3 SCH	Met ☐ not Met ☐
HRD 3305	Issues in the Human and Social Development (*Pre-requisites: HRD 2300)*	3 SCH	Met ☐ not Met ☐
HRD 3399	Special Topics in HRD (*Pre-requisite: Junior Classification)*	3 SCH	Met ☐ not Met ☐
HRD 4301	Program and Project Management (*Pre-requisite: HRD 2300)*	3 SCH	Met ☐ not Met ☐
HRD 4302	Needs Assessment and Org Effectiveness (*Pre-requisite: HRD 2300 and 3301)*	3 SCH	Met ☐ not Met ☐
HRD 4303	Advanced Professional Relations Skills for HRD *(Pre-requisites: PSY 3302 or MGT4304)*	3 SCH	Met ☐ not Met ☐
HRD 4304	Consulting for HRD (*Pre-requisites: HRD 2300 and HRD 3302 or permission of the instructor)*	3 SCH	Met ☐ not Met ☐
HRD 4305	Human Resources Development in Public Administration (*Pre-requisites: HRD 2300 and HRD 3401)*	3 SCH	Met ☐ not Met ☐
HRD 4306	Organizational Development and Change (*Pre-requisites: HRD 2300 and HRD 3401)*	3 SCH	Met ☐ not Met ☐

BUSINESS ADMINISTRATION — 18 SCH

Required Courses : **12 SCH**

ACC 2301	Accounting Principles I (*Pre-requisite : MTH 1300 or MTH 1303, or MTH 1304)*	3 SCH	Met ☐ not Met ☐
ECO 2301	Microeconomics (*Pre-requisite: MTH 1300, or MTH 1303, or MTH 1304, MTH 1301 a highl recommended co- requisite)*	3 SCH	Met ☐ not Met ☐
ECO 2302	Macroeconomics (*Pre-requisite: ECO 2301)*	3 SCH	Met ☐ not Met ☐
MKT 3301	Principles of Marketing (*Pre-requisite : ACC 2301 and ECO 2302)*	3 SCH	Met ☐ not Met ☐

In addition, students must choose any 2 out of the following courses: **6 SCH**

MKT 3302	Advertising and Promotion (*Pre-requisite: MKT 3301)*	3 SCH	Met ☐ not Met ☐
MKT3303	Consumer Behavior (*Pre-requisite: MKT 3301)*	3 SCH	Met ☐ not Met ☐
MKT 4306	International Marketing (*Pre-requisite: Senior standing)*	3 SCH	Met ☐ not Met ☐
FIN 3301	Business and Corporate Finance *(Pre-requisite : ACC 2301 and ECO 2302)*	3 SCH	Met ☐ not Met ☐

MGT 3302	Entrepreneurship (*Pre-requisite :MGT 3301, MKT 3301, FIN 3301)*	3 SCH	Met ☐ not Met ☐
MIS 3301	Management Information System *(Pre-requisite :CSC 1400, MGT 3301 and SSC 2401)*	3 SCH	Met ☐ not Met ☐

INTERNATIONAL STUDIES 18 SCH

Required Courses*:* **3 SCH**

INS 3301	Theories & Models of International Relations (*Pre-requisite : PSC 2301)*	3 SCH	Met ☐ not Met ☐
PSC 2301*	Comparative Political Systems (*Pre-requisite: ENG 1301)*	3 SCH	Met ☐ not Met ☐

In addition, students must choose at least three out of the following courses: 12 SCH

ECO 2310**	Introduction to International Economics	3 SCH	Met ☐ not Met ☐
GEO 1301	Introduction to Geography	3 SCH	Met ☐ not Met ☐
HIS 3301	Twentieth Century International History *(Pre-requisite : HIS 1301 or HIS 2301, or HIS 1302)*	3 SCH	Met ☐ not Met ☐
INS 3302	International Law & Organizations *(Pre-requisite : INS 3301)*	3 SCH	Met ☐ not Met ☐

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One optional course from within the International Studies field or area concentrations	3 SCH	Met ☐ not Met ☐

*__NOTE__: *Students minoring in International Studies must take PSC 2301 as part of the minor. They may take HIS 1301, HIS 1302, or HIS 2301 to fulfill the UCC requirement*

**__NOTE__*: ECO 2310 is only open to students who are not taking ECO 2301 and ECO 2302 in fulfillment of some other degree requirement*.

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COMPUTER SCIENCE 19 SCH

Students selecting the Minor in Computer Science must complete 19 SCH from the following courses

CSC 1401	Computer Programming	4 SCH	Met ☐ not Met ☐
CSC 2302	Data Structures *(Pre-requisite : CSC 1401)*	3 SCH	Met ☐ not Met ☐
CSC 2303	Computer Programming II *(Pre-requisite : CSC 2302)*	3 SCH	Met ☐ not Met ☐
CSC 3324	Software Engineering (*Pre-requisite: CSC 2302*)	3 SCH	Met ☐ not Met ☐
CSC 3326	Database Systems *(Pre-requisite : CSC 3324)*	3 SCH	Met ☐ not Met ☐
CSC 2304 or CSC 33xx	Computer Architecture (*Pre-requisites: CSC 2302 and EGR 3331)* or 1 advanced CSC course	3 SCH	Met ☐ not Met ☐

NOTE: CSC 1401 is a pre-requisite to CSC 2302, so if this is not in the university core curriculum of the students' major, they will need to complete it before beginning the CSC minor.

ELECTIVES	**6 SCH**	Met ☐ not Met ☐

Students in CS Program are required to take 2 electives in any area of interest in consultation with their academic advisors.

TOTAL	**127-128 SCH**