جامعة الأخوين
AL AKHAWAYN UNIVERSITY

PROGRAM SHEET

BACHELOR OF ARTS IN COMMUNICATION STUDIES

(BACS)

Catalog 2014-2015

UNIVERSITY CORE CURRICULUM		40 SCH	
*FAS 0210 and FAS1220	Strategic Academic Skills (Pre-requisite: pass all LC courses or left only with 1 level II module) Introduction to Critical Thinking (Pre-requisite: FAS 0210)	2	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 I (*Pre-requisite: ENG 1301 and Co-requisite: FAS 1220)*	3 SCH	Met □ not Met □
CSC 1400	Introduction to Computers	4 SCH	Met □ not Met □
ENG 1301	English Composition I (*Pre-requisite: Student should pass all Language Center modules; Possible Corequisite: FAS 1220)*	3 SCH	Met□not Met □
ENG 2301	*Critical Thinking and Written Communication (Pre-requisite: Successful completion of all FAS courses, ENG 1301, and COM 1301)*	3 SCH	Met □ not Met □
HIS 1301 **or** ****HIS 1302(**Arb**) **or** HIS 2301 PSC 2301	*History of the Arab World in English (Co-requisite: FAS 1220), or* *History of the Arab World in Arabic, (equivalent to HIS 1301),* *Or* *Contemporary World History (Pre-requisite: ENG 1301& FAS 1220)* *Comparative Political Systems (Pre-requisite: ENG 1301& FAS 1220)*	3 SCH	Met □ not Met □
HUM 2302 **or** ****HUM 2303 **or** **HUM 2304 LIT2301or ****LIT 2304 **or** LIT 2305	Introduction to the Study of Islamic Civilization in **English** (*Pre-requisite: Sophomore Classification & FAS 1220) or* Introduction to the Study of Islamic Civilization in **Arabic**), (*Pre-requisite: Sophomore Classification & FAS 1220) or* Introduction to Islamic Art & Architecture in **English**(*Pre-requisite: Sophomore Classification & FAS 1220)* Introduction to Islamic Art & Architecture in **Arabic** Major Works of World Literature (*equivalent to ARB 2305/LIT 2305)* (*Pre-requisite: Sophomore Classification and ENG 1301 & FAS 1220),or* Introduction to Arabic Literature **in Arabic** (*equivalent to ARB 2304)*, or Introduction to World Literature **in Arabic** (*equivalent to ARB 2305/LIT 2301)*	3 SCH	Met □ not Met □
HUM 2305 **or** HUM 2306 **or** PHI 2301 **or** PHI 2302	Science and Society (*Sophomore Classification, FAS 1220)**or*** Comparative Religion (*Pre-requisite: Sophomore Classification, FAS 1220)**or*** Philosophical Thought *(Pre-requisite: ENG 1301 & FAS 1220), **or*** History of Ideas *(Pre-requisite: ENG 1301 & FAS 1220)*	3 SCH	Met □ not Met □
MTH 1388 **or** MTH 1305	Introductory Mathematical Thinking ***or*** Mathematics for Business	3 SCH	Met ☐ not Met ☐
BIO 1400 **or** CHE 1400 **or** PHY 1400	Environmental Biology, ***or*** Chemistry and the Environment, ***or*** Conceptual Physics	4 SCH	Met ☐ not Met ☐
SOC1301 **or** GEO 1301 SSC1310 **or** *ECO 1300	Introduction to Sociology *Co-requisite: FAS 1220), **or*** Introduction to Geography *(Pre-requisite: FAS 1220)* Introduction to Anthropology, *(Co-requisite: FAS 1220), **or*** Introduction to Economics (*Prerequisite: FAS 0210)*	3 SCH	Met ☐ not Met

***Notes** :*

***FAS 0210** counts for 2 non-degree credits

*SHSS students must take HUM 2302/2303, LIT 2301, LIT 2304, or LIT 2305 as part of the University Common Core. They take HUM 2301 in the School Core.

*Communication Studies majors must take PSY 1301 as part of the Major Core. Only GEO 1301, SOC 1301, or SSC 1310 can be taken as part of the University Common Core.

***ECO** 1300 is designed only for students that are NOT majoring or minoring in Business Administration or Human Resource development. Therefore, it cannot serve as a substitute for ECO 2301 or ECO 2302. However, students that are eligible to take this course can also take it as an elective course.

* **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.

a- Students holding a Moroccan baccalaureate or having had Arabic as the language of instruction in high school are not required to take anyArabic language courses, i.e no ARB courses. They fulfill the Arabic language requirement by taking one of the following UCC content courses taught in Arabic: HIS1302, HUM 2303, HUM2304, LIT2304, or LIT2305. Language requirement in the UCC should be met by taking French courses depending on the TEF score.

b- Students who have not had Arabic as the language of instruction in high school are required to successfully complete 3-6 SCH depending on the placement test that will determine which Arabic courses (such as ARB1309 , ARB1310, or ARB1320) 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 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**:

a- Students holding Moroccan diploma are required to take one content course taught in Arabic (HIS1302, HUM2303, HUM2304, LIT2304, or LIT2305) to fulfill a History or Humanities requirement of the UCC. They may not take the equivalent course in English (HIS2301, HUM2301, HUM2302) or Arabic (ARB2304, ARB2305) to fulfill another requirement.

b- Students holding non-Moroccan diploma where arabic in the language of instruction are required to take one content course taught in Arabic (HIS1302, HUM2303, HUM2304, LIT2304, or LIT2305) to fulfill a History or Humanities requirement of the UCC. They may not take the equivalent course in English (HIS2301, HUM2301, HUM2302) or Arabic (ARB2304, ARB2305) to fulfill another requirement.The language requirement is met by taking two courses in either French or Spanich by placement, and no specific exit level. The 6 SCH must be completed in the same language.

(1) **CS** majors' students minoring in Business Administration must take MTH 1305 as part of the University Common Core. If they take MTH 1388 as a prerequisite to MTH 1305, the credits of the former will not count in the degree.

SCHOOL CORE CURRICULUM			**19 SCH**
HUM 2301	Introduction to Islamic Art and Architecture (*Pre-requisite: Sophomore Classification and FAS 1220)*	3 SCH	Met ☐ not Met ☐
SSC 3303	Research Methods *(Pre-requisite: SOC 1301, SSC 1310, GEO 1301 or PSY 1301)*	3 SCH	Met ☐ not Met ☐
COM 2301	Professional Communication *(Pre-requisite: COM 1301)*	3 SCH	Met ☐ not Met ☐
SSC 2401	Social Statistics *(Pre-requisite: MTH 1388 or MTH 1305)*	4 SCH	Met ☐ not Met ☐
SSC 4000	Senior Capstone I *(Pre-requisite: SSC 2401 and SSC 3303 to be taken in second-to-last semester)*	0 SCH	Met ☐ not Met ☐
SSC 4303	Senior Capstone II *(Pre-requisite: SSC 4000 to be taken during the last regular semester)*	3 SCH	Met ☐ not Met ☐
INT 4302	Internship (*Pre-requisite: ENG 2301; INT 4302 must be done in summer session prior to the student's graduation semester in Fall or Spring)*	3 SCH	Met ☐ not Met ☐

COMMUNICATION STUDIES MAJOR CORE			**19 SCH**
COM 1302	Introduction to Mass Communication (*Pre-requisite: ENG 1301and Co-requisite :FAS 1220)*	3 SCH	Met ☐ not Met ☐
COM 3303	International Communication *(Pre-requisite: COM 1302 and Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 2320	Communication Theories *(Pre-requisite: COM 1302(same as COM 3320 in former catalog)*	3 SCH	Met ☐ not Met ☐
COM 2326	Visual Communication *(Pre-requisite: COM 1302(same as COM3326 in former catalog)*	3 SCH	Met ☐ not Met ☐
COM 2425	Print and Online *Production* Skills *(Pre-requisite: COM 1302 same as COM 3425 in former catalog)*	4 SCH	Met ☐ not Met ☐
PSY 1301	Introduction to Psychology *(Co-requisite: FAS 1220)*	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.

MEDIA PRODUCTION

Required Courses: **9 SCH**

COM 2304	Video and Film Production (*Pre-requisites: COM 1302*)	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 *(Pre-requisite: COM1302 , Junior standing, COM 2301)*	3 SCH	Met ☐ not Met ☐
COM 3310	Promotional Communication *(Pre-requisite: COM 1302, COM 2326, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3330	Organizational Communication (*Pre-requisite: Junior standing & 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: COM 1302, COM 2301, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3310	Promotional Communication *(Pre-requisite: COM 1302, Junior Standing, COM 2)*	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 (*Pre-requisite: Junior standing, ENG 1301, COM 1302)*	3 SCH	Met ☐ not Met ☐
COM 3323	Writing for the Media in French (*Pre-requisite: Junior Standing, COM 1302, FRN 3310 or equivalent)*	3 SCH	Met ☐ not Met ☐
COM 3324	Writing for the Media in Arabic (*Pre-requisite: Junior Standing COM 1302, ARB 1320 or equivalent)*	3 SCH	Met ☐ not Met ☐
COM 3327	Persuasion (*Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3328	Media Texts Analysis *(Pre-requisite: COM 2320 & Junior Standing)*	3 SCH	Met ☐ not Met ☐
COM 3329	Screen Studies (*Pre-requisite: COM 1302, Junior standing)*	3 SCH	Met ☐ not Met ☐
COM 3330	Organizational Communication (*Pre-requisite: Junior Standing, COM 2301)*	3 SCH	Met ☐ not Met ☐
COM 3398	Special Topics in Media Production (*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 4301	Political Communication (*Pre-requisite: Junior Standing and PSC 2301)*	3 SCH	Met ☐ not Met ☐
COM 4302	Electronic Media Production *(Pre-requisite: Junior* Standing *and COM 2304)*	3 SCH	Met ☐ not Met ☐
COM 4303	Media Economics (*Pre-requisites: Senior Standing)*	3 SCH	Met ☐ not Met ☐
COM 4304	Communication and Development (*Pre-requisites: Senior Standing)*	3 SCH	Met ☐ not Met ☐
SSC 3315	Women in Culture & the Media *((Pre-requisite: Junior Standing)*	3 SCH	Met ☐ not Met ☐

MINORS 15-16 SCH

Students majoring in Communication Studies may choose a minor from any of the following: International Studies, Human Resource Development, African Studies, Arabic Language and Culture, Women and Development, Computer Science or Business Administration. Students selecting the minor in Computer Science or Business Administration need to ensure that they satisfy any additional pre-requisite courses in their minor.

WOMEN'S STUDIES 15 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: 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.

In addition students must complete one optional course: 3 SCH

Plus one additional course from the school of Humanities and Social Sciences	3 SCH	Met ☐ not Met ☐

The optional course may be SSC 3398 (*Pre-requisites: Junior Standing)* Special Topics in Gender Studies.

HUMAN RESOURCE DEVELOPMENT 16SCH

Required Courses: **10SCH**

HRD 2300	Introduction to Human Resource Development	3 SCH	Met ☐ not Met ☐
HRD 3401	Human Capital Management (*Prerequisite :* HRD2300 ***or*** special permission)	4 SCH	Met ☐ not Met ☐
HRD 2301	Ethics in Professional Contexts *(Pre-requisite : junior standing)*	3 SCH	Met ☐ not Met ☐

In addition students must complete any two courses from the list below 6 SCH

HRD 3303	Training and Development (*Pre-requisite : HRD 2300)*	3 SCH	Met ☐ not Met ☐
HRD 3304	Strategic HRD (*Pre-requisites: HRD 2300 and HRD 3401)*	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 & Org Effectiveness (*Pre-requisite: HRD 2300, HRD 3401and HRD3303) & Co-requisite HRD3303)*	3 SCH	Met ☐ not Met ☐
HRD 4303	Leadership & Management Development *(Pre-requisites: PSY 3302 or MGT4304)*	3 SCH	Met ☐ not Met ☐
HRD 4304	Consulting for HRD (*Pre-requisites: HRD 2300, HRD 3401 and HRD 3304)*	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 & Change (*Pre-requisites: HRD 3401 and PSY 3302& Co-requisite HRD3304)*	3 SCH	Met ☐ not Met ☐
HRD 4307	Carrer Management & Development (*Pre-requisites: HRD 2300 and HRD 3401)*	3 SCH	Met ☐ not Met ☐

NOTE: *Students who have taken MGT 4304 Organizational Behavior are exempted from PSY 3302 Social / Organizational Psychology, They should take an additional course from those listed below.*

BUSINESS ADMINISTRATION **15SCH**

Required Courses: **12 SCH**

ECO 2301	Microeconomics (*Pre-requisite : MTH 1300 or MTH 1303, or MTH 1304)*	3 SCH	Met ☐ not Met ☐
ECO 2302	Macroeconomics *(Pre-requisite : ECO 2301)*	3 SCH	Met ☐ not Met ☐
ACC 2301	Accounting Principles I (*Pre-requisite : MTH 1300 or MTH 1303, or MTH 1304)*	3 SCH	Met ☐ not Met ☐
GBU 3302	Legal Environment (Pre-requisite : Junior standing. This course cannot be taken in exchange)	3 SCH	Met ☐ not Met ☐

In addition, students must complete one (1) of the following courses: **3 SCH**

FIN 3301	Principles of Finance (Pre-requisite : ACC 2301 and ECO 2302)	3 SCH	Met ☐ not Met ☐
MIS 3301	Management Information Systems (Pre-requisite : CSC 1400 and MGT 3301)	3 SCH	Met ☐ not Met ☐
MGT 3301	Principles of Management Finance (Pre-requisite : ACC 2301 and ECO 2302)	3 SCH	Met ☐ not Met ☐

INTERNATIONAL STUDIES 15 SCH

1- Required Courses*:* **6 SCH**

INS 3301	Theories and Models of International Relations (Prerequisite: PSC 2301)	3 SCH	Met ☐ not Met ☐
PSC 2301*	Comparative Political Systems (Prerequisite: FAS 0210 & ENG 1301)	3 SCH	Met ☐ not Met ☐

In addition, students must choose at least two out of the following courses: **6 SCH**

ECO 2310****	Introduction to International Economics	3 SCH	Met ☐ not Met ☐
GEO 1301	Introduction to Geography *(*Prerequisite: SSK 0210)	3 SCH	Met ☐ not Met ☐
HIS 3301	International History: 1914 to the present *(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 ☐

2- **3 SCH**

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 **15 SCH**

Required Courses: **6 SCH**

CSC 2302	Data Structures *(Pre-requisite : CSC 1401)*	3 SCH	Met ☐ not Met ☐
CSC 2303	Advanced programming *(Pre-requisite : CSC 2302)*	3 SCH	Met ☐ not Met ☐

In addition, students must complete any three (3) of the following courses: **9 SCH**

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.

AFRICAN STUDIES 15 SCH

Required Courses*:* **9 SCH**

HIS 2371	History & Culture of Sub-Saharan Africa (*Pre-requisite: Sophomore standing*)	3 SCH	Met ☐ not Met ☐
HUM 2371	Popular Culture in Africa	3 SCH	Met ☐ not Met ☐
PSC 2371	Intro. to African Politics (*Pre-requisite: PSC 2301*)	3 SCH	Met □ not Met □

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

LIT 3371	African Literature (*Pre-requisite: Junior standing*)	3 SCH	Met ☐ not Met ☐
INS 3371	Africa in World Politics (*Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
INS 3372	Conflict in Contemporary Africa (*Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
INS 3373	US Relations with Sub-Saharan Africa (*Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
INS 3374	EU Relations with Sub-Saharan Africa (*Pre-requisite: Junior standing)*	3 SCH	Met ☐ not Met ☐
SSC 2371	Ethnography in Africa *(Pre-requisite: GEO 1301 or SOC 1301 or SSC 1310 or PSY 1301)*	*3 SCH*	Met ☐ not Met ☐
SSC 3371	Urbanization in Africa (*Pre-requisite: Junior Standing*)	3 SCH	Met ☐ not Met ☐
SSC 3372	The Political Economy of Development in Africa (*Pre-requisite: PSC 2301 and ECO 2310*)	3 SCH	Met ☐ not Met ☐
SSC 3379	Special Topics in African Studies (*Pre-requisite: Junior Standing*)	3 SCH	Met ☐ not Met ☐

Arabic Language and Culture 15SCH

The minor in Arabic Language and Culture is designed for non-native arabic speakers who intend to enhance their mastery of arabic language.

Required arabic Courses*:* **9 SCH**

ARA 2312	Intermediate Arabic 2	3 SCH	Met ☐ not Met ☐
ARA 3311	Advanced Arabic 1	3 SCH	Met ☐ not Met ☐
ARA 3312	Advanced Arabic 2	3 SCH	Met ☐ not Met ☐

Required Culture Course*:* **3 SCH**

ARA 4313	Readings in Arab Culture	3 SCH	Met ☐ not Met ☐

In addition, students must choose any course out of the following courses: **3 SCH**

ARA 1301	Colloquial Arabic 1*(Pre-requisite :Intermediate 2 or upper levels of Modern standard Arabic*	3 SCH	Met ☐ not Met ☐
ARA 4312	Arabic for Business	3 SCH	Met ☐ not Met ☐
ARA 4311	Journalistic and Literary Arabic	3 SCH	Met ☐ not Met ☐
ARA 4399	Special Topics in Arabic Studies	3 SCH	Met ☐ not Met ☐
ARB 2302	Arabic Through The Mass Media	3 SCH	Met ☐ not Met ☐
ARB 3301	Writing for the Professions *(Pre-requisite : junior standing)*	3 SCH	Met ☐ not Met ☐
ARB/LIT 2304	Arabic Literature	3 SCH	Met □ not Met □
ARB/LIT 2305	World Literature in Arabic	3 SCH	Met □ not Met □
HIS 1302	History of the Arab World	3 SCH	Met □ not Met □
HUM 2302	Islamic Civilization	3 SCH	Met □ not Met □
HUM 2304	Introduction to Islamic Art and Architecture	3 SCH	Met □ not Met □

ELECTIVES	**9 SCH**

Students in CS Program are required to take 3 electives in any area of interest in consultation with their academic advisors.

TOTAL	**123 - 124 SCH**