



Study Plan

B.A in Mass Communication (English Program)

2022 - 2023



Requirements	Compulsory	Elective	Total
University	18	6	24
College	18	-	18
Concentration	21	12	33
Supportive	42	-	42
Free	-	6	6
Total	99	24	123

University Requirements 24 Credits 8

1- University Compulsory Courses 18 Credits 6 Courses

Courses No.	Courses Title	Cr.Hrs
0104100	Islamic Culture	3
0201102	Arabic Language	3
0202112	English for Academic Purposes	3
0204102	UAE Society	3
0302200	Fund. of Innovation & Entrep.	3
1501100	Introduction to IT(English)	3

2 - University Elective Courses 6 Credits 2 Courses

Courses No.	Courses Title	Cr.Hrs
Group 1 : 3 Credits		
0103103	Islamic System	3
0104130	Analytical Biog of the Prophet	3
0201140	Intro. to Arabic Literature	3
0202130	French Language	3
0203100	Islamic Civilization	3
0203102	History of the Arabian Gulf	3
0203200	Hist of Sciences among Muslims	3
0206102	Fundamentals/Islamic Education	3
0206103	Introduction to Psychology	3
0302150	Intro.to Bus for Non-Bus.	3
0308131	Personal Finance	3
0308150	Intro to Economics(Non-B)	3
0602246	Human Rights in Islam	3
0700310	Intro to Islamic Art & Design	3
0710109	Arts and Medicine	3
0900107	History of Medical and H.Sc.	3
Group 2: 3 Credits		
0401142	Man and The Environment	3
0503101	Health and Safety	3
0505101	Fitness and Wellness	3
0507101	Health Awareness and Nutrition	3
1430101	Astro & Space Sciences	3
1450100	Biology and Society	3
1502233	Artificial Intelligence	3

3- College Requirements - 18 Credits - 6 Courses

Courses No.	Courses Title	Cr.Hrs
Group : College Compulsory Courses 18 Credits 6 Courses		
0808100	Introduction to Communication	3
0808102	Media Writing and Editing I	3
0808300	Communication Theories	3
0808305	Media Law and Ethics	3
0808307	Research Meth.& Data Analytics	3
0808401	Internship	3

4- Concentration Requirements - 33 Credits - 11 Courses

A - Concentration Compulsory Requirements 21Credits 7 Courses - Digital Media Studies

Courses No.	Courses Title	Cr.Hrs
0808215	Media & Society	3
0808301	Information Society	3
0808315	Gender and Media	3
0808411	Media Management	3
0808413	Int. & Intercultural Comm.	3
0808414	Media Economics	3
808419	Grad. Project in Digital Media Studies	3

- Media Production

Courses No.	Courses Title	Cr.Hrs
808221	Principles of Media Production	3
808323	Audio Production	3
808325	Digital Storytelling	3
808421	Advanced Video Production	3
808422	Film and Video Editing	3
808423	Film and Video Directing	3
808425	Grad. Project in Media Prod.	3

B- Concentration Compulsory Requirements 12 Credits 4 Courses

Courses No	Course Title	Cr.Hrs
0808201	Media in the UAE	3
0808205	Digital Media Design I	3
0808214	Photojournalism	3
0808221	Principles of Media Production	3
0808232	Principles of Integrated Comm.	3
0808233	Online Public Relations	3
0808323	Audio Production	3
0808324	Entrepreneur. & Start-up Media	3
0808325	Digital Storytelling	3
0808331	Integrated Comm. Campaigns	3
0808345	Media Writing and Editing II	3
0808421	Advanced Video Production	3
0808422	Film and Video Editing	3
0808423	Film and Video Directing	3
0808443	Data Journalism	3
0808445	Digital Media Design II	3
0808447	Special Topics in Comm.	3

5- Supportive Compulsory Courses 42 Credits 14 Courses

Courses No	Course Title	Cr.Hrs
0202110	Speech Communication	3
0204202	Sociological Texts in English	3
0205111	Intro to Political Sciences	3
0205340	Diplomacy	3
0302160	Principles of Management	3
0302170	Principles of Marketing	3
0302254	Business Communication	3
0302262	Organizational Behavior	3
0302280	Public Sector Management	3
0302363	Creative Think & Prob Solv	3
0302370	Consumer Behavior	3
0302375	Marketing Communications	3
0503263	Health Edu. & Health Prom.	3
1501242	Interactive Multimedia	3

6- Free Elective Courses 6 Credits 2 Courses

Courses No	Course Title	Cr.Hrs
0202108	Extensive Reading	3
0202130	French Language	3
0202227	Critical Reading and Writing	3
0203100	Islamic Civilization	3
0203334	Historical Texts in English	3
0203354	Specialized English	3
0205100	Governance in the UAE	3
0205160	Intro. to Comparative Politics	3
0205225	Middle East in Int. Relations	3
0205250	Islamic Political System	3
0205255	Islamic World in IR	3
0205270	Refugees and Displacement	3
0205280	Theory of International Rel.	3
0205281	Globalization	3
0205300	International Law	3
0205310	International Organization	3
0205319	Environment and Sustain. Dev.	3
0205337	Great Powers Foreign Policy	3
0205345	International Political Econ.	3
0205352	International Programs	3
0205390	Foreign Policy	3
0206101	Introduction to Education	3
0302150	Intro.to Bus for Non-Bus.	3
0302380	Intro. to Public Policy	3
0302467	Strategic Management	3
0303211	Business Analytics	3
0304449	Foreign Policy of UAE	3
0308131	Personal Finance	3
0308150	Intro to Economics(Non-B)	3
0308151	Principles of Microeconomics	3
0308255	Princ. of Islamic Economics	3
0401142	Man and The Environment	3
0405461	Product Design&Innovation MGT	3
0506496	Environmental Ethics	3
0507101	Health Awareness and Nutrition	3