



## Course Specification

<b>Course name: Principles of Economics</b> <b>Course Code: GEN 110</b>	<b>Program: All</b> <b>Academic level: One</b> <b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical:</b>

- **Intended Learning Outcomes of Course (ILOs)**

- a) **Information and concepts**

- a/1 Mention the concept of national income, investment and consumption.

- a/2 Describe how resources are distributed.

- b) **Intellectual skills**

- b/1 Classify economic phenomena

- b/2 Distinguish between the full competition market and the monopoly competition market and the monopoly market.

- b/3 Compare demand theory with supply theory.

- c) **Professional and practical skills**

- c/1 Analyze economic phenomena

- c/2 Run a private project and guide the use of resources for maximum profit

- d) **General and transferable skills**

- d/1 Work in groups as a teamwork

- d/2 Understand and read graphs and charts.

- Course Content:**

1. Introducing the micro-economy.
2. Utility theory.
3. The theory of marginal benefit.
4. Production & costs
5. Production & costs
6. Distribution theory
7. Mid-term exam
8. Population & Resources
9. Population & Resources
10. Economic systems
11. Economic systems
12. Developing countries & development
13. Economic markets
14. Value Theory
15. Final Exam

- Teaching and Learning Methods:**

1. Lectures
2. Discussion

3. Graphs
4. Brainstorming
5. Self e-learning

**Student Assessment Methods:**

1. Written mid-term exam
2. Assignments to assess the student's ability to research and investigate
3. Discussion & participation in the lectures
4. Written final exam



## Course Description

<b>Course name: Media Theories</b> <b>Course Code: COM302C</b>	<b>Program: All Programs</b> <b>Academic level: third</b> <b>Semester: First Semester - Second Semester</b>
<b>Major: General</b>	<b>Number of credits:</b> <b>Theoretical: (3) Practical (-)</b>

### Intended Learning Outcomes of Course (ILOs)

#### a. Information and concepts:

A/1- Mention the concept of the communication process, its components, and its most important types. A/2- Mention the most important media theories and their assumptions. A/3- Mention the function of the communication process in society. A/4- Mention the strengths and weaknesses of the studied media theories. A/5- Recognize the stages of development of the communication process. A/6- Summarize the methods used in the communicative message. A/7- Describes the psychological and social dimensions of the effects of media theories on the public. A/8- Mention the persuasion strategies used in the media message. A/9- Discusses the advantages and disadvantages of using each media theory A/10- Summarizes the theories used via the Internet and social networks.

#### B. Intellectual skills

B/1- Analyze the strengths and weaknesses of the media theories. B/2- Choose the appropriate media theory when conducting media research.

B/3- Explains the reasons for the development of media theories. B/4- Deduce the difference between the influencing factors used in the media message for each theory.

B/5- Choose the appropriate type of communication when sending the media message.

#### c. Professional and practical skills:

C/1- Prepare a media research and discuss the theory that was used. C/2- Evaluate and compare the hypotheses used with those of the main theory. C/3- Evaluates the suitability of the theory used for the subject of the study. C/4- It presents a presentation of the possibility of using an alternative theory when designing the media message.

#### D. General and transferable skills:

D/1- He uses the college library to view scientific theses. D/2- A summary of his study is presented by making a presentation during the lecture. D/3- Discusses and compares everything new in the field of media theories

#### Content:

١/٤ The concept of theory, and a historical view of the development of media theories. ٢/٤ Theory of media dependence. ٣/٤ The theory of priority setting and the criticisms leveled against it. ٤/٤ The theory of the spiral of silence and its criticisms. ٥/٤ Theory of news frameworks. ٦/٤ Theory of the media gatekeeper.

٧/٤ mid-semester exam. ٨/٤ Theory of uses and effects. ٩/٤ Social Presence Theory.

١٠/٤ The medium-rich theory. ١١/٤ Theory of the third person effect. ١٢/٤ New media theories (eg: Public Domain, Remediation). ١٣/٤ Theories explaining violence in the media. ١٤/٤ New theories explaining the spread of rumors. ١٥/٤ end-of-semester exam

#### Teaching and Learning Methods:

١- The lecture (direct education).

٢- The discussion.

٣- Show practical examples

٤- Presenting practical models for applying theories in media research

٥- Assignments of students

٦- Brainstorming.

**Student Assessment Methods:**

✓/ A/1- The mid-semester written test. 7/a/2- Assignments to assess the student's ability to research and investigation 7/a/3-discussion, participation and observation of students' behavior and performance in the lecture 7/a/4-written test at the end of the semester



## Course Specification

Program.: General Academic level: Fourth Semester: 1 <sup>st</sup> and 2 <sup>nd</sup> Semesters	Course Name: Communication Research Methods Course code: COM 203
Number of credits: Theoretical (2) – Practical (1)	Specialization: General

### • Intended Learning Outcomes:

#### a. Information and concepts:

A\1 Recognize the concept of scientific research and its most prominent features and characteristics. A\2 Describe the fields of media research, and current and future developments in the field of media A\3 Mention the characteristics and types of samples. A/4 Recognize the uses of the survey method, its application, and the steps of conducting a quantitative research. A/5 Mention the uses of content analysis. A/6 Recognize the methods and qualitative methods in media research. A/7 Mention the characteristics of the scientific report for research. A/8 Describe the steps for conducting scientific research in the field of basic research. A/9 Recognize the applied research conducted by research companies.

#### B. Intellectual skills:

B\1 compares scientific thinking with ordinary thinking. B\2 chooses the appropriate sample and its size. B/3 Plans to conduct a research using different methods. B/4 Differentiates between qualitative methods and methods in media research and when they are used, by applying them to issues related to current events. B/5 Analyzes the survey newspaper he is conducting, extracts the results and writes the report. B/6 Analyzes the elements and steps of conducting scientific research in the field of media research b/7 Deduce the appropriate methodological design for the research issue. B/8 differentiates between data collection tools while distinguishing the characteristics of different tools, quantitative and qualitative and their uses./9 Analyzes the applied research elements conducted by research companies and deduces the stages of their preparation and implementation. B/10 Analyzes the strengths and weaknesses of the survey and content analysis method.

#### c. Professional and Practical skills:

C/1 formulates a research problem. C/2 prepares a research plan for one of the issues. C/3 applies each type of media research. C/4 designs a survey form. C/5 formulates research objectives and is able to develop key questions for a research project. C/6 applies the survey method to a research issue he chooses. He chooses the study population and sample. C/7 is able to collect data. C/8 applies the elements and steps of scientific research he studied to applied research conducted by companies. C/9 is able to use databases in collecting scientific studies related to a research topic or issue in the field of specialization.

#### D. General skills:

D.1 The Internet is used to collect information. D\2 write a research report. D\3 works in a collective work team. D/4 uses websites to gather information and use it in planning a research project. D\5 thinks critically about the applied studies conducted by research companies. D\6 works under pressure.

#### •Course Content:

- 4/1 The concept of scientific research, its steps and fields.
- 4/2 variables and levels of measurement.
- 4/3 Research design and theoretical interventions, traditional and digital media studies.
- 4/4 Social research methods (such as: survey, experimental, case study).
- 4/5 Tools and means of collecting quantitative data.
- 4/6 Means and methods of qualitative data collection.
- 4/7 mid-term exam.

4/8 Study population, samples and types.

4/9 The survey method, questionnaire sheet, and sample presentation

4/10 Quantitative methods (content analysis, a model) - qualitative methods (discourse analysis, a model).

4/11 focus group discussions.

4/12 In-depth interviews and unstructured interviews.

4/13 applied models (eg: Edelman Annual Survey, Weber Shandwick Agency Research.

4/14 Writing a research report and schools of scientific writing.

4/15 Final exam.

• **Teaching and learning methods:**

1- Lecture 2- Discussion 3- Presentations 4- Divide students into work teams 5- Practical field applications

• **Student Assessment Methods:**

7 / A \ 1 mid-term written test 7 \ A \ 2 Assignments 7 \ A \ 3 Discussion and participation 7 \ A \ 4 Final Exam



### Course Specification

<b>Course name: Media Ethics and Legislation</b> <b>Course Code: COMM 401</b>	<b>Program: All Programs</b> <b>Academic level: Fourth Level</b> <b>Semester: First</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: -</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1 mentions the different special concepts of media ethics and its different legislations.
- A/2 Identifying the evolution of media ethics and legislation
- A/3 Describes the stages of development of the various theories that explain the relationship between political systems and the media.
- A/4 Describes the variables of the political, legal, legislative and competitive economic environment that affect media ethics and legislation.
- A/5 Discusses some of the ethical problems facing digital media practices.
- A/6 Recognize the technological variables and their relationship to media ethics and legislation.
- A / 7 be familiar with the codes of conduct and ethics regulating the work of traditional and digital media.

##### b) Intellectual skills

- B/1 analyze through research the international charters and declarations of freedom of opinion and expression, and freedom of the media.
- B/2 Evaluate of the effectiveness of laws regulating traditional and new media as case studies in light of their consideration of environmental variables, characteristics of the target audience, features of the issues raised, and the appropriateness of media legislation in different countries.
- B/3 Criticize and evaluate professional media practices of the charters and ethics regulating the work of traditional and digital media.
- B/4 discuss how to employ media legislation in light of information and communication technology

##### c) Professional and practical skills

- C/1 Solve the legal and ethical problems faced during professional work.
- C/2 Criticize media performance in light of ethical and professional standards.

##### d) General and transferable skills

- D/1 Use the Internet to collect information. D/2- Think critically D/3 - presents an attractive presentation.

#### Course Content:

- 4/1 The concept of freedom of the press and the media: guarantees, elements, and dimensions. 4/2 Theories explaining freedom of the press 4/3 Media legislation in Egypt: historical development 4/4 media legislation. 4/5 Councils, bodies, legislative and regulatory bodies. 4/6 Digital media legislation. 4/7 mid-semester exam. 4/8 Ethics and self-regulation for journalists, media professionals and practitioners of public relations and advertising. 4/9 Laws relating to ownership and laws relating to intellectual property rights.

4/10 Ethics and charters in the field of public relations and advertising. 4/11 Ethics and radio and television codes of ethics. 4/12 Journalist ethics and codes of honor. 4/13 Cyber Security. 4/14 The information epidemic: its concept, methods, and important measures to address and treat it, whether in terms of information, technical and legislative 4/15 final exam.

**Teaching and Learning Methods:**

1- Theoretical lectures 2- Case studies 3- Dividing students into teams 4- Self-learning 5- Brainstorming 6- Presentations 7- Problem solving 8- E-learning

**Student Assessment Methods:**

1- Periodic applications. To assess: comprehension skills and intellectual skills. 2- midterm exam. To assess: the skill of knowledge and understanding. 3- assignments and presentations to assess the student's ability to research and investigate. 4- discussion and participation in the lecture. 5- Final Exam. To assess: All skills and learning outcomes measured.





### Course Specification

<b>Course name: Introduction to Journalism</b> <b>Course Code: COM100</b>	<b>Program: All</b> <b>Academic level: First Level</b> <b>Semester: First Semester</b>
<b>Specialization: General</b>	<b>Number of studying units: Theoretical: 2 Practical: 2</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1 Get to know the concept of journalism and its various definitions.
- A/2 Recognize the different types of newspapers.
- A/3 explores the characteristics of journalism as a means of communication.
- A/4 Recognize the different functions of the press.
- A/5 discusses the relationship of the press with power.
- A/6 Recognize the steps involved in issuing a newspaper.

##### b) Intellectual skills

- B/1 Compare between legal concepts and the linguistic style of the press.
- B/2 divides newspapers according to the criterion of periodicity, geographical coverage, audience criterion, and political orientation.
- B/3 analyzes the strengths and weaknesses of the press and other media.
- B/4 Infer the difference between a newspaper and a magazine.
- B/5 evaluates the relationship of the press with the authority.
- B/6 describes the press event and writes a story well.

##### c) Professional and practical skills

- C/1 designs, writes and analyzes journalistic forms.
- C/2 evaluates the news in terms of completeness of information.

##### d) General and transferable skills

- D/1 use Internet in journalistic work.
- D/2 think critically.
- D/3 Communicate effectively with others.

#### Course Content:

1-The concept of journalism and its definition. 2- Types of newspapers. 3-The difference between event and news. 4-The characteristics of the press as a means of communication. 5-Variety forms of press. 6-Journalism jobs (news - reconnaissance and environmental monitoring - service). 7-Mid-term exam. 8-Completing the rest of the jobs (influencing public opinion - development - cohesion and cohesion - marketing - entertainment). 9-Writing the press release. 10-The newspaper's editorial board. 11-The newspaper's editorial board. 12-Preparing the press interview. 13-Press interview. 14-General discussion about the curriculum. 15- Final Exam.

#### Teaching and Learning Methods:

1-The lecture. 2- Discussion sessions. 3- Presentations.

#### Student Assessment Methods:

1-The midterm written test. 2- Assignments to assess students' ability to research. 3-discussion and participation in the lecture. 4- Final written Exam at the end of the semester.



## Course Specification

<b>Course name: Arabic 1</b> <b>Course Code: COMM 100</b>	<b>Academic level: First Level</b> <b>Semester: First Semester</b>
<b>Specialization: General</b>	<b>Number of studying units: 3</b> <b>Theoretical: 3 Practical: -</b>

### Intended Learning Outcomes of Course (ILOs)

#### a) Information and concepts

A/1 Recognizes the elements of correct writing. A/2 Recognizes well-known examples of ancient and modern literary texts. A/3 Mentions structures from ancient and modern literary texts. A/4 Explains the content of the text, poetry and prose. A/5 Explains the content of the text in a correct linguistic manner.

#### b) Intellectual skills

B/1 Analyzes written forms into their basic elements B/2 Deduces the subtle differences between linguistic and literary styles B/3 Distinguishes between true and false from linguistic styles B/4 Chooses from the styles that suit the ideas with which he communicates with others

#### c) Professional and practical skills

C/1 speaks sound Arabic C/2 reads ancient and modern texts correctly C/3 applies Arabic grammar consciously C/4 produces an aesthetic level of reading and writing language C/5 evaluates each of the methods used in reading expression

#### d) General and transferable skills

D/1 Communicate with others in writing, reading and speaking in Arabic D/2 employs his linguistic and literary knowledge in his field of work. D/3 Participates correctly in group work. D/4 Apply the literature of dialogue and disagreement with others objectively.

#### Course Content:

4/1 Elements of writing (content - word - sentence) 4/2 Applying elements of writing to selected texts./3. The rules of the syntax and the forms of the building./4- The provisions of number and expression in language and numbers./5- The basic elements of the sentence in Arabic./6- Elements that complement the sentence in Arabic. 4/7 Mid- Term exam 4/8 - An application on the basic and complementary elements in the sentence through a poetic text and a prose text./9- A study of a poetic poem by the Andalusian poet Hamad bin Yassin al-Andalus./10 Al-Akkad's efforts in comparative literature./11 An Arab poet : Al-Hutai'a, Spanish poet Rosalia de Castro and an analytical comparison of poetic models./12 short stories by Naguib Mahfouz entitled Zaabalawi, reading the story and an analysis of its symbol and its most important elements./13 common mistakes in conversations and writing./14 language and types of the press article/15 Final Exam

#### Teaching and Learning Methods:

5/1 The lecture. 5/2- Discussion. 5/3- Brainstorming

#### Student Assessment Methods:

7/1 - The mid-term written test.

7/2- Research and assignments to assess the student's ability to research

7/3 - discussion and participation in the lecture.

7/4- Written Final Exam at the end of the semester.



## Course Specification

Program: General Academic level: Second Level Semester: 1 <sup>st</sup> semester	Course name: Computer applications in the me Course code: COM201
Number of credits: Theoretical (3) – Practica	Specialization: General

### Intended Learning Outcomes:

#### a. Information and concepts:

- A/1- Recognize concepts and definitions related to information and data
- A/2- Get to know the nature and function of the press information centers and those who work in them
- A/3- Mention the methods of documenting information
- A/4- Learn about the uses of modern technology in media documentation
- A/5- Mention the use of networks in the press
- A/6- Recognize the applications of databases and information in press centers

#### B. Intellectual skills:

- B/1- Analyze the elements of the new environment for media work in a networked society
- B/2- Infer the role of information centers in the modern world
- B/3- Distinguish between the different types of references
- B/4- Analyze the differences between the different information terms
- B/5- He studies the general picture of the situation of media institutions in Egypt.
- B/6- Critically analyze media discourses.
- B/7- Deduce the meanings behind the terms.

#### c. Professional and Practical skills:

- C/1- He is trained to search inside databases in information centers in accordance with the applicable retrieval systems
- C/2- He is trained to develop a specialized classification system according to the nature of the media

#### D. General skills:

- D/1- Uses the international information network (the Internet)
- D/2- Deals efficiently with the computer
- D/3 - deals efficiently with sources of information
- D/4- He works with the group in a one-team style

#### Course Content:

1. What are press information centers?
2. Differences between different informational terms
3. Computer applications in the media field
4. The different types of information vessels and their respective functions
5. The functions and objectives of information centers in the modern era
6. Jobs of workers in information centers
7. Mid-term exam
8. How to develop a specialized classification of information according to the nature of the media
9. Information retrieval systems
10. Media for storing and documenting press information
11. The role of the

Internet and networks in media documentation 12. The role of social networks in the field of documenting press information 13. Information war 14. Terminology War 15. Final exam

**Teaching and learning methods:** 1-Lecture 2-Discussion 3-Practical exercises 4-Self-research on topics and preparation of research papers 5-Brainstorming

**Student Assessment Methods:**

1-Assignments related to the use of computers in the media field to assess the student's ability to apply what he has learned in practice 2-Discussion and participation in the lecture to assess the extent to which students comprehend the theoretical material 3-In-depth interviews with students to discuss what they have learned theoretically 4-Mid-term written test 5-Final Written Exam



### Course Specification

<b>Course name:</b> Tourist guiding <b>Course Code:</b> FRE 102	<b>Program:</b> General <b>Academic level:</b> General <b>Semester:</b> First
<b>Specialization:</b> General	<b>Number of studying units:</b> <b>Theoretical:</b> (3) <b>Practical:</b> (0)

#### • Intended Learning Outcomes of Course (ILOs):

##### a) Information and concepts:

A/1 Mention the types of traditional and modern tourism. A/2 Learn about ecotourism and sustainability in environmental resources. A/3 Learn about tourism development and its objectives. A/4 identifies the differences between traditional and sustainable tourism development. A/5 Get to know the elements of tourism in Egypt.

A/6 Recognize the role of the media in tourism development, with a focus on the role of television in this field.

A/7 defines the requirements for the success of tourism media. A/8 distinguishes the differences between direct and indirect tourism content. A/9 Recognizes models of touristic satellite channels. A/10 defines the role of social media in promoting tourism with different strategies.

##### b) Intellectual skills:

B\1 concludes that the media is linked to tourism in order to present a positive image of a country. B\2 distinguishes between the concept of tourism media and the concepts of marketing and advertising. B/3 analyzes the difference between internal and external tourism patterns. B/4 Criticizing the role of the media in developing tourism. B/5 Inferring on the success and failure factors of tourist satellite channels' experiences.

##### c) Professional and practical skills:

C/1 Design an advertising campaign to stimulate tourism in Egypt. C/2 Use appropriate promotional methods to display important touristic places. C/3 use social media to promote Egyptian tourism.

##### d) General and transferable skills:

D/1 using the Internet to collect information. D\2 Presenting everything that is new in an attractive way.

#### • Course Content:

1- The concept of tourism, its definitions and types of traditional tourism. 2- Types of modern tourism. 3- Ecotourism: its concept, its role in achieving the idea of sustainability and the role of countries in achieving it. 4- Tourism development concept, its objectives & considerations for achieving it. 5- Tourism in Egypt. 6- Defining tourism media and the role of the media in tourism development. 7- Mid-term exam. 8- Specialized Arab and foreign tourist satellite channels. 9- Tourism media and their various advantages. 10- Tourism and digital media. 11- Media and Tourism Crisis Management. 12- Tourism Marketing Strategies. 13- Tourism and the Covid-19 pandemic. 14- Review. 15- Final exam.

• **Teaching and Learning Methods:**

5/1 The lectures. 5/2 PowerPoint presentations. 5/3 Discussions during the lecture. 5/4 Provide illustrative videos for students to clarify the various tourist information contents.

• **Student Assessment Methods:**

7/1 The mid-term written test. 7/2 Assignments to assess the student's ability to research and investigate. 7/3 discussion and participation in the lecture. 7/4 Written test at the end of the semester.



### Course Specification

<b>Course name: Introduction to Communication Sociology Course Code GEN 106</b>	<b>Program: All Programs Academic level: Level One</b>
<b>Specialization: General</b>	<b>Number of studying units: Theoretical: 3 \ Practical:</b>

#### • Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1- Recognize what is meant by the nature of the media process through the social approach.
- A/2 - Define the elements of this nature according to the political, social and economic system.
- A/3- Recognize and analyze the characteristics of the media process.
- A/4- Analyze the elements of the media process and emphasizes their impact on the content.
- A/5- Criticize the media and advertising content according to the social research methodologies.
- A/6- Recognize the meaning of the social environment for communication.
- A/7- Differentiate between the impact of traditional and modern media messages.

##### b) Intellectual skills

- B/1- Explain the process of mass communication in societies in Egypt and the world.
- B/2- Define the elements of social impact through traditional and modern media.
- B/3- Analyze the social impact of the Egyptian drama, with an attempt to indicate the most important elements of influence.
- B/4- Identify the most important problems facing the Egyptian society.
- B/5- Explain the concept of the subject and its methodological problems.

##### c) Professional and practical skills

- C/1- Analyze the TV media content and determine the ability of the visual image to influence.
- C/2- Criticize the television content by placing it in its social context.
- C/3- Objectively criticize the various media contents, while specifying the social approach used in criticism and analysis.
- C/4- Compare between what is presented in both traditional and modern media.
- A/5- Suggest new ways to present media contents in a manner that serves the community.

##### d) General and transferable skills

- D/1- Acquire the skill of teamwork and developing team spirit.
- D/2- Use writing and presentation programs (Word, Power Point) on the computer.
- D/3 - Use presentation and presentation skills.
- D/4- Master the skills of effectively searching for information on the Internet.

#### Course Content:

1-The concept of the social entrance and its most important approaches. 2-Media systems in different countries and the distinction between them 3-The concept of the target audience and its most important components and characteristics. 4-Various social schools in the study of media and mass communication. 5-Social criticism of media content and methods. 6-Problematic issues of credibility through social research methods. 7-Mid-term 8-Media and mass communication: its definition, levels, models, functions and components of the communication process. 9-Types of media and factors affecting the effectiveness of the media and the time span of influence. 10-New



media, its synonyms, definition, means, characteristics, and its relationship to traditional media. 11- Social marketing: its concept, objectives, types, elements, success factors and obstacles. 12-Media conscious behavior skills, video games, their benefits and drawbacks, and how to deal with them. 13-Practical cases. 14-Review. 15-final exam.

**Teaching and Learning Methods:**

1-Lecture. 2. Discussion and brainstorming. 3. Practical training. 4. Working in groups and self-learning

**Student Assessment Methods:**

- Discussion and participation in the lecture. - Study assignments to assess the student's ability to analyze various media contents and to suggest new ways to present them. -midterm exam. - The final exam



### Course Specification

<b>Course name: Contemporary World History</b> <b>Course Code: GEN108</b>	<b>Program: all programs</b> <b>Academic level: First</b> <b>Semester: Second</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: -</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

A/1- Learn about the Renaissance in Europe.

A/2- Compare the first and second world wars.

A/3- Get acquainted with the liberation movements against colonialism.

A/4- Refers to the concept of revolutions

##### b) Intellectual skills

B/1- Analyzes contemporary societal problems in light of their distant causes in the past.

B/2- He understands how to understand reality in the light of past experiences.

##### c) Professional and practical skills

C/1- Distinguish between successive historical periods in the world.

C/2- Recognize the advantages and disadvantages of revolutions and wars.

##### d) General and transferable skills

D/1 - Using the Internet to obtain information.

D/2- He works with the group in a one-team style.

D/3 - Presents a good and attractive report.

#### Course Content:

1. Europe from the Renaissance to the beginning of the nineteenth century
2. Revolutions and National Movements in Europe
3. The Industrial Revolution and European Colonialism
4. First World War
5. International developments between the two wars 1919-1939
6. World War II
7. Mid-term exam
8. New world system
9. English Revolution
10. American Revolution
11. French Revolution
12. Factors of the movement of geographical discoveries
13. The reasons for the movement of geographical discoveries
14. liberation movements from colonialism
15. Final exam

#### Teaching and Learning Methods:

- 1- The lecture.
- 2- discussion.

3- Divide the students into work teams.

**Student Assessment Methods:**

A/1- The mid-term written test.

7/a/2- Tuition costs to assess the student's ability to research and investigation.

7/a/3- discussion and participation in the lecture.

7/A/4- Written test at the end of the semester.



### Course Specification

<b>Course name: Public Opinion</b>	<b>Program: All Programs</b>
<b>Course Code: COM 205</b>	<b>Academic level: Level Two</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 \ Practical: --</b>

- **Intended Learning Outcomes of Course (ILOs)**

**a) Information and concepts**

- A/1 Demonstrate the concepts of public opinion, rumors and media misinformation.
- A/2 Demonstrate the basic concepts of the public domain and electronic public opinion.
- A/3 Recognize how rumors are made and the methods of media disinformation.
- A/4 Demonstrate the pillars of public opinion and its components.
- A/5 Recognize methods of persuasion and strategies for influencing public opinion.

**b) Intellectual skills**

- B/1 Analyzing public opinion campaigns.
- B/2 Selecting appropriate public data collection tools.
- B/3 Analysis of the components of public opinion.
- B/4 Classify the characteristics of electronic public opinion
- B/5 Discussing theories related to the role of the media in shaping public opinion.
- B/6 Criticizing and evaluating public opinion campaigns in light of professional and ethical standards

**c) Professional and practical skills**

- C/1 Employing the usage of persuasion methods of public opinion, according to each case.
- C/2 Planning public opinion campaigns and using its tools efficiently
- C/3 Conducting public opinion research and surveys and being able to analyze them and analyze the public efficiently.
- C/4 Using the Internet and databases efficiently and professionally to analyze and evaluate public opinion campaigns.

**d) General and transferable skills**

- D/1 Dealing efficiencies with the computer and its various programs and accessing the Blackboard educational platform.
- D/2 The Internet is used to gather information on public opinion issues.
- D/3 Think critically. D/4 a team member.
- D/5 Using social media and criticizing its performance as a means of forming public opinion.

**Course Content:**

١/٤ The concept of public opinion and its pillars (the public - the controversial issue - the discussion - the directions - the specific time and place - the possibility of making an impact)

٧/٤ The different approaches to forming public opinion (social, political and media approaches).  
4/3 the elements of public opinion.  
٤/٤ Types and divisions of public opinion. 4/5 The concept of electronic public opinion, its features and the difference between it and traditional public opinion.  
٦/٤ The methods of persuasion most used in shaping public opinion.  
4/7 mid-semester exam.  
٨/٤ Media strategies to influence public opinion. 4/9 Positive and negative aspects of public opinion.  
١٠/٤ The characteristics and functions of public opinion. 4/11 The stages of forming public opinion.  
١٢/٤ Measuring public opinion (types of public opinion surveys - methods for measuring public opinion).  
١٣/٤ Public opinion, rumors and media misinformation techniques. 4/14 Theories explaining the role of the media in shaping public opinion.  
٤/15 Final Exam.

### **Teaching and Learning Methods:**

1/5 Lectures (face to face learning). 5/2 Discussion. 3/5 Case studies by presenting campaigns for public opinions, exchanging opinions and teamwork. 5/4 Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions. 5/5 Presentations. 5/6 E-learning through the Blackboard platform and interactive lectures via the platform.

### **Student Assessment Methods:**

7/a\1- The mid-term written test. 7/a/2- Tuition fees to assess the student's ability to do research ٧/a/3- Discussion, participation and observation of students' behavior and performance in the lecture. 7/a/4- Written test at the end of the semester.



### Course specification

<b>Course name: Principles of political science</b>	<b>Program:</b>
<b>Course Code: GEN105</b>	<b>Academic level: First level</b>
	<b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b>
	<b>Theoretical: (3) Practical: (-)</b>

#### Intended Learning Outcomes of Course (ILOs):

##### a) Information and concepts:

- a/1 Learns about the political science and its relationship with other sciences, and the evolution of the contributions of political thinkers.
- a/2 Recognizes the role of the state in terms of its concept, pillars and functions.
- a/3 Mentions the types of political systems.
- a/4 Recognizes the official state institutions and their roles.
- a/5 Discusses the informal institutions like parties, pressure groups and civil society.
- a/6 Mentions the relationship between politics and mass media.
- a/7 Discusses the core concepts in international relations.

##### b) Intellectual skills:

- b/1 Analyzes some ideas of political thinkers and links them to reality.
- b/2 Analyzes the state pillars and its main functions.
- b/3 Explains the roles of official institutions in countries.
- b/4 Analyzes the types of electoral systems and their applications in some countries.
- b/5 Analyzes the roles of parties, pressure groups and public opinion.
- b/6 Explains the forms and content of the relationship between the media and politics.
- b/7 Explains the balance between authorities.
- b/8 Analyzes the events of international relations.

##### c) Professional and practical skills:

- c/1 Uses the initial knowledge he obtained to train in the areas of political decision-making and institutions concerned with the study of political sciences such as research centers and others.
- c/2 Gradually being qualified for the labor market by developing his ability to employ the role of the media in political life.

##### d) General skills:

- d/1 Uses the internet and data base to collect information.
- d/2 Deal with libraries in their traditional way to obtain the required information.
- d/3 Develops his ability to translate and present effectively.

#### Course Content:

1- Introductory lecture: Introducing the course, its objectives and most important topics. 2- Trends in defining political science and its relationship with other sciences 3- Political thought: simplified models of political thinkers of different eras 4- Introducing the state, its pillars and origins 5- The state functions 6- Types of countries 7- Mid-term exam 8- Formal institutions in the political system: the executive and the judiciary 9- Legislative power and types of electoral systems 10- Informal Institutions in the Political System: Political Parties 11- Lobbyists and civil society 12- The relationship between media and politics 13- public opinion 14- International Relations and Foreign Policy 15-Final Exam

#### Teaching and learning methods:

- Lecture -Discussion

**Student assessment methods:**

-Written midterm exam -Assignments to assess the student's ability to search and analyze -  
Discussion within the lecture -Written final exam



## Course Specification

<b>Course name: mass communication origin</b> <b>Course Code: COM-204</b>	<b>Program: All</b> <b>Academic level: Two</b> <b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical:</b>

- **Intended Learning Outcomes of Course (ILOs)**

- a) Information and concepts**

a/1 Learn about the emergence of journalism in the world and in Egypt and its role in the process of enlightenment and reform.

a/2 Learn about the emergence and development of radio and television in the world and in Egypt.

a/3 Learn about the emergence of new media and its effects.

a/4 Describe the factors affecting the development of newspapers, radio and television.

a/5 Identify the work mechanism of radio and television, their characteristics and their possibilities as means of communication.

a/6 Mention the concepts related to the development of newspapers and means of communication such as globalization, global citizenship and cultural homogeneity.

- b) Intellectual skills**

b/1 Analyze cultural and economic factors affecting the emergence and development of communication methods

b/2 Conclude the most important phenomena resulting from the development of communication technology such as globalization and cultural homogeneity.

b/3 Explain the reasons behind the development of newspapers, radio and television and new media in Egypt and the world.

b/4 Analyze the possibilities and characteristics of each communication medium.

- c) Professional and practical skills**

c/1 Prepare presentations on the development of communication technology.

c/2 Use the appropriate media for the content in the light of the characteristics of the medium.

c/3 Prepare mechanisms for the future development of radio, television and journalism.

- d) General and transferable skills**

d/1 Use the Internet to collect information. d/2 Present attractive reports

### Course Content:

1-The emergence of journalism in the world and in Egypt and its role as a tool for political and social reform  
2- The emergence and development of radio and television in the world and in Egypt.  
3- New media (concept, characteristics, types, effects).  
4- The emergence and development of journalism and the printing process in Egypt and the Arab world  
5-Social, cultural and political factors affecting the development of radio and television, and digital broadcasting technology.



6-The work mechanisms of newspapers, radio and television, their characteristics and their possibilities as means of communication and differences between them. 7-Mid-term exam 8- Concepts associated with the development of means of communication such as globalization, global citizenship and cultural homogeneity. 9-Concepts related to the development of means of communication such as global citizenship. 10-Concepts associated with the development of means of communication such as cultural homogeneity. 11-Digital and satellite broadcasting technology and its impact on creating a gap between countries in the exchange of news and information 12- Challenges facing traditional media and trends of their relationship with the new media. 13-The future of traditional and digital media. 14-Revision 15-Final Exam

**Teaching and Learning Methods:**

1-Lectures 2-Discussion 3-Presentations during lectures to address the emergence of communication methods and mechanisms of action. 4-Using the black board educational platform to communicate with students and deliver assignments. 5-Brainstorming 6-Providing educational content on CD for easy Braille conversion for visually impaired students 7-In the event that students are absent from the mid-examination, another date will be set for them.

**Student Assessment Methods:**

1-Written mid-term exam 2-Assignments to assess the student's ability to research and investigate 3-Discussion & participation in the lectures 4-Written final exam



### Course specification

<b>Course name: Modern Egyptian history</b> <b>Course Code: GEN107</b>	<b>Program: Journalism</b> <b>Academic level: First level</b> <b>Semester: First</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical: ( )</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts:

- a/1 Recognizes the strategic and geographical location of Egypt.
- A/2 Refers to the concept of parties.
- A/3 Mentions the role of the national movement in confronting the occupation.
- A/4 Familiarizes with the concept of independence and national liberation.
- A/5 Mentions the role of the national movement in confronting the occupation.
- A/6 Recognizes the colonial competition in the Arab Mashreq.

##### b) Intellectual skills:

- b/1 Analyzes societal and contemporary problems in light of their distant causes in the past.
- b/2 Understands how to understand reality in the light of past experiences.

##### c) Professional and practical skills:

- c/1 Distinguishes between successive historical periods in Egypt.
- c/2 Recognizes the advantages and disadvantages of each historical period.

##### d) General skills:

- d/1 Works with the group in a one-team style.
- d/2 Presents a report in an attractive manner.

#### Course Content

1- Egypt and the Ottoman Empire. 2- Egypt and French campaign 3- The development of Egypt 1801-1814- Economic reform 5- Governance and administration system 6- The Egyptian Army and the July 1952 Revolution 7- Mid-term exam 8- Education and cultural renaissance 9- Foreign policy 10- development of Egypt in the second half of the 19th century 11- British occupation 12- The partisan experience and the 1919 revolution 13- The Arab-Israeli conflict 14- The period of Hosni Mubarak and the January 25 revolution 15- Final exam

#### Teaching and learning methods:

- Lecture
- Discussion
- Assignments
- Presentations

#### Student assessment methods:

- Written exams
- Class-work
- Participation during the lecture



## Course Specification

<b>Course name: Media and Society</b> <b>Course Code: COM 206</b>	<b>Program: All programs</b> <b>Academic level: Second level</b> <b>Semester: Second semester</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: 0</b>

### Intended Learning Outcomes of Course (ILOs)

#### a) Information and concepts

After studying this course the students should be able to:

1/a Understanding the definition of communication, development, and society. 2/a Understanding the concepts of economic, social, administrative, and political development and how they impact one another. 3/a Getting introduced to the persuasive tactics and the different communication messages used in social marketing and the communication messages used in social marketing campaigns as well as the steps for planning the campaign. 4/a Explain the influence of mass communication campaigns. 5/a Understanding the necessary communication skills that communicators need to influence and persuade their audiences.

#### b) Intellectual skills

After studying this course the students should be able to:

1/b Students should analyze and evaluate social campaigns as well as the factors influencing the audiences. 2/b Suggest ideas for social campaigns that tackle issues faced by the society. 3/b Students should be able to come up with solutions to tackle administrative, social, economic, and political issues in order to develop and improve different areas 4/b Analyze the different factors affecting how audiences are persuaded during social campaigns, the role of opinion leaders, and pillars of successful communication.

#### c) Professional and practical skills

After studying this course the students should be able to:

1/c Conduct a research on a specific social issue by using the appropriate persuasive strategy in the social campaign. 2/c Edit the different communication messages that take into account the differences between audiences in communication campaigns that tackle issues faced by the society. 3/c Use novel methods in collecting data about the target audience and the social issues that will be studied. 4/c Mastering the communication skills that are needed to become a successful and influential communicator in attempt to solve social issues. 5/c Come up with new methods for executing communication campaigns to tackle social issues.

#### d) General and transferable skills

1/d Efficiently use computers and its different programs. 2/d Use Internet for research and data gathering. 3/d Ability to work in a team and collaboratively. 4/d Present new ideas and propose creative solutions. 5/d Ability to think critically.

#### Course Content:

1/4 Definition of communication and the elements of the communication process, the pillars of successful communication and application with practical examples. 2/4 The role of communication in society. 3/4 The role of opinion leaders in society. 4/4 The Arab Communication Model for

Developmental Communication, and Communication Research and Development in the Arab Communication Model. 4/5 Media planning for development communication planning in developing countries. 4/6 The issues facing the Egyptian society in particular and the developing countries in general. 4/7 Mid-term exam. 4/8 The definition of development, the role of the media in economic, political, and social development. 4/9 The role of the media in achieving Sustainable Development Goals (Egypt Vision 2030). 4/10 Persuasive tactics and communication messages that can be used to address the target audience in social marketing campaigns. 4/11 Media and the overpopulation issue. 4/12 The media and the Nile water crisis. 4/13 Media and the environment. 4/14 Development and human rights. 4/15 Final exam.

**Teaching and Learning Methods:**

1/5 Lecture (direct learning). 2/5 Discussions and questions. 3/5 In-class presentations and social campaigns video presentations and discussing these presentations. 4/5 Brainstorming. 5/5 Online learning via Blackboard educational platform. 6/5 Individual learning through searching the Internet.

**Student Assessment Methods:**

1/7 Midterm written exam. 2/7 Assignments. 3/7 Discussions, participation, and conducting presentations. 4/7 Final written exam.



### Course Specification

<b>Course name:</b> Mass Communication and Social Change <b>Course Code:</b> COM 402	<b>Program:</b> All programs <b>Academic level:</b> Fourth level <b>Semester:</b> First semester
<b>Specialization:</b> General	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: 0</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

After studying this course the students should be able to:

1/a Understand the different concepts pertaining to social change and its different theories. 2/a Become aware of the various concepts related to social change. 3/a Describe the various stages of social change and the stages of its development. 4/a Describe the political, social, economic, competitive, and technological factors that affect mass media and therefore influence various social issues. 5/a Understand the necessary steps needed to conduct a media campaign to serve various social issues. 6/a Understand the role and impact of digital media on the society.

##### b) Intellectual skills

After studying this course the students should be able to:

1/b Plan a media campaign. 2/b Evaluating the effectiveness of social campaigns executed for the purpose of social change. Students should be able to use the campaigns as case studies and evaluate them in light of the environmental variables, characteristics of the target audience, dynamics of the issues raised, and the appropriateness of the media strategies used. 3/b Criticize and evaluate the social media practices in light of the ethical considerations. 4/b Discussing the role of Artificial Intelligence in social change.

##### c) Professional and practical skills

After studying this course the students should be able to:

1/c Prepare and execute methods to collect information on social issues and apply theories pertaining to mass media and social change. 2/c Analyze mass media messages relating to a certain issue. 3/c Write a report on the SWOT analysis for a social media campaign. 4/c Prepare a media plan for the purpose of social change in relation to a certain issue that is important for public opinion. 5/c Write and present a report about the most important factors influencing a certain issue and the opportunities and challenges for the media in stirring social change. 6/c Criticize the media performance aiming at social change in light of ethical, professional, and social standards.

##### d) General and transferable skills

1/d Efficiently use computers and its different programs and login on the Blackboard platform. 2/d Use Internet for research and data gathering. 3/d Ability to think critically. 4/d Engage in discussions and conduct presentations and reports. 5/d Ability to work in a team. 6/d Ability to manage time. 7/d Use social media and critically evaluate its performance.

#### Course Content:

Definition of social change and concepts related to it.

1/4 Characteristics and specifications of social change, its factors and stages. 2/4 Models and social theories. 3/4 Role of mass media in the society. 4/4 The difference between social marketing and commercial marketing. 5/4 The positive role of digital media in social change. 6/4 Midterm exam. 7/4 The negative role of digital media in social change. 8/4 The role of media in spreading the issue of digital citizenship. 9/4 The role of media in fighting cyberbullying. 10/4 The role of media in cultural westernization and imperialism. 11/4 The role of media in the social changes occurring as a result of the COVID-19 pandemic. 12/4 The role of media in tackling global climate change issues. 13/4 The role of media and communication technology in spreading awareness about the concept Artificial Intelligence in the Egyptian society. 14/4 Final exam.

**Teaching and Learning Methods:**

1/5 Lecture (direct learning). 2/5 Discussions. 3/5 Case studies to through presenting various social campaigns and exchanging views between students. 4/5 Divide students into teams (collaborative learning). 5/5 Individual learning through searching the Internet and the library and summarizing what has been researched and referencing the readings during discussions. 6/5 Brainstorming. 7/5 Conducting presentations. 8/5 Tackling issues by coming up with a media plan for social change.

**Student Assessment Methods:**

1/7 Midterm written exam. 2/7 Assignments to evaluate students' ability to conduct research. 3/7 Discussions, participation and observation of student performance during lectures. 4/7 Final written exam.



### Course Specifications

<b>Course name: Management Fundamentals</b> <b>Course code: GEN111</b>	<b>Academic Level: First Semester: 1<sup>st</sup> - 2<sup>nd</sup></b>
<b>Specialization: General</b>	<b>No. of studying units: 3</b> <b>Theoretical (3) Practical (0)</b>

#### Intended Learning Outcomes (ILOs):

##### a) Information and Concepts:

- A/1- Mention the concept of business management and its importance.
- A/2- Mention the different stages of the development of managerial thought.
- A/3- Recognize the different stages of strategic planning and its importance.
- A/4 - Summarize the most important stages of preparing organizational structures.
- A/5- Recognize guidance (its types and benefits).
- A/6- Summarize the importance of communication in management and its different types.
- A/7- Recognize leadership styles and their importance.
- A/8- Mention the concept of motivation and its importance.
- A/9- Describe the most important functions of control and its various forms.
- A/10- Discuss organizational development and its mechanisms.
- A/11- Discuss the importance of quality management in organizations.

##### b) Intellectual Skills

- B/1- Deduce the basic elements of strategic planning. B/2- Analyze the organizational structures of a group of organizations. B/3- Deduce the importance of guidance and its patterns. B/4- Deduce the most important functions of communication in organizations. B/5- Explain the importance and patterns of leadership. /6- Deduce the importance of motivation in management. B/7- Explain the importance of control and its most important forms. B/8- Analyze the tasks and functions of quality management in organizations.

##### c) Professional and practical skills:

- C/1- Apply the preparation of organizational structures to real organizations.
- C/2- Prepare presentations on models and patterns of control.
- C/3- Apply the principles of organizational development to an organization.
- C/4 - Assess quality management in an organization.

##### d) General and transferable skills:

- D/1- Work with the group in a one-team style.
- D/2- Present a report in an attractive manner.
- D/3- Use the library and the Internet to collect information.

#### Course content:

- 4/1 The concept of business management and its importance.
- 4/2 The development of management thought and its stages.
- 4/3 Strategic planning concept and stages.
- 4/4 Preparing organizational structures.
- 4/5 Guidance, its patterns and benefits.
- 4/6 Communication importance and patterns.
- 4/7 Midterm exam.
- 4/8 Leadership its importance and types.
- 4/9 Motivation and its importance in management.

4/10 Censorship/Control has its various forms and functions.

4/11 Organizational development and its mechanisms.

4/12 Quality management in organizations.

4/13 Applied cases.

4/14 Revision.

4/15 Final exam.

**Teaching and Learning Methods:**

5/1. Lectures.

5/2. Discussions.

5/3. Demonstration of organizational structures' models.

5/4. Directing students to external readings.

5/5. Brainstorming.

**Student Assessment Methods:**

7/a/1 Midterm written exam.

7/a/2 Research and assignments to evaluate students' abilities to research.

7/a/3 Discussion and participation within the lectures.

7/a/4 Final written exam.





## Course specification

<b>Course name: Leading business</b> <b>Course Code: UNI103</b>	<b>Program: General</b> <b>Academic level: Second level</b> <b>Semester: First</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical: (none)</b>

### Intended Learning Outcomes of Course (ILOs)

1. Locates the topic of entrepreneurship among the business management curricula
2. Knows what entrepreneurship is and its importance on a personal and national level
3. Highlights the importance of the entrepreneurial idea, and the means and sources of obtaining entrepreneurial ideas
4. Defines the characteristics, components and competencies of the entrepreneur
5. Shows the types of fields of activities available to the entrepreneur to choose from to create his project
6. Prepares a feasibility study to evaluate his idea in terms of marketing and economics
7. Prepares a strategic plan / integrated business plan for a project
8. Preparing a project for operation and launch to the market
9. Manages the project professionally and efficiently to achieve a competitive advantage.
10. Get acquainted with the devices and institutions that support entrepreneurial projects, and the services they provide

#### a) Information and concepts:

1. Knows what is meant by the basics of entrepreneurship
2. Recognizes the competencies and capabilities of the entrepreneur
3. Identifies the success factors and the failure factors of entrepreneurial projects
4. Applies creative thinking skills to generate ideas for projects
5. Defines the steps and components of the feasibility study for the project
6. Defines the steps and components of the project's strategic plan
7. Defines the administrative tasks of the professional manager necessary for project management, its success and its continuity

#### b) Intellectual skills:

1. Differentiates between a traditional small project and an entrepreneurial project
2. Compares the competencies and capabilities of the entrepreneur and those of the traditional small business owner
3. Compares between the skills required for the project at its inception, and the skills required to manage the existing project

#### c) Professional and practical skills:

1. Compares the feasibility study of the project, the strategic plan, the business model and the business plan of the new project
2. Compares the entrepreneurial skills, and the administrative and technical skills required to deal with the project in the different stages of its life

#### d) General skills:

1. Works with a team to select the entrepreneurial idea
2. Being able to transform the idea into an integrated entrepreneurial project
3. Can communicate and interact with the entrepreneurship ecosystem
4. Professionally manages the entrepreneurial project to ensure its continuity

### Content

Topics	Week
<ol style="list-style-type: none"> <li>1. Introduction to the course and definition of entrepreneurship</li> <li>2. Entrepreneurship process</li> <li>3. The difference between entrepreneurship and small businesses</li> <li>4. Misconceptions about micro-enterprises among Egyptian youth</li> <li>5. The process of entrepreneurship is an indispensable science for a person with entrepreneurship qualities</li> </ol>	<b>1</b>
<ol style="list-style-type: none"> <li>1. Explanation and discussion of practical case</li> <li>2. Characteristics and Distinctive Capabilities of an Entrepreneur</li> <li>3. What are your entrepreneur capabilities?</li> </ol>	<b>2</b>
<ol style="list-style-type: none"> <li>1. Explanation and discussion of practical case</li> <li>2. Business types</li> </ol>	<b>3</b>
<ol style="list-style-type: none"> <li>1. Choosing the right method for starting a small business</li> <li>2. Practical application</li> </ol>	<b>4</b>
<ol style="list-style-type: none"> <li>1. Criteria for considering a new idea as a business start-up</li> <li>2. Resources to help generate new business ideas</li> <li>3. Practical discussion</li> </ol>	<b>5</b>
<ol style="list-style-type: none"> <li>1. The mechanism of crystallizing the idea in the mind of the entrepreneur.</li> <li>2. Methods of developing the entrepreneur's ability to generate creative ideas.</li> <li>3. Make discussions and involve students in practical applications.</li> </ol>	<b>6</b>
<ol style="list-style-type: none"> <li>1. Solve and discuss practical case</li> <li>2. Defining the general strategic plan for the leading project</li> <li>3. The contents of the general plan of the project</li> </ol>	<b>7</b>
<ul style="list-style-type: none"> <li>-Solve and discuss a practical case</li> <li>-Incorporation decisions.</li> <li>-Decisions related to the provision of production elements.</li> </ul>	<b>8</b>

1. Decisions to prepare for the opening. 2. Promotion and organization of opening event	<b>9</b>
1. Solve and discuss practical case 2. Professional management and its tasks	<b>10</b>
-Managing the transition from an entrepreneurial role to a professional manager  -Open discussion	<b>11</b>
Learn about the most important internal and external platforms and events in the field of entrepreneurship	<b>12</b>
Completion of the course with an elective revision	<b>13</b>

**Teaching and learning methods:**

- Lectures
- Discussions
- Presentations and samples
- Brainstorming by giving a topic to the students and listening to their ideas, suggestions and then discussing with them.
- Collaborative learning by dividing students into individual groups and assigning them to work together on a topic

**Student assessment methods:**

- Mid-term exam
- Assignments
- Participation within lectures
- Final exam



## Course Specification

<b>Course name: Introduction to Theater</b> <b>Course Code: FRE104</b>	<b>Program: General</b> <b>Academic level: First</b> <b>Semester: First and Second Semester</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: -</b>

### Intended Learning Outcomes of Course (ILOs)

#### a) Information and concepts

A/1. Learning about the origins of the art of theater.

A/2. Mentioning the stages of the development of the art of theater.

A/3. Discussing the forms of theatrical performances.

A/4. Learning about the pioneers of the ancient art of theater.

A/5. Learning about the pioneers of the art of modern theater.

A/6. Mentioning the rules of theatrical text analysis.

A/7. Summarizing the elements of a theatrical performance.

A/8. Learning the rules of recitation and theatrical performance.

A/9. Learning about pantomime and honest representation.

A/10. Identifying professional improvisation in the theater.

#### b) Intellectual skills

B/1. Analyzing one of the theatrical texts.

B/2. Analyzing a theatrical performance in a theater.

B/3. Discussing everything related to the art of

#### c) Professional and practical skills

C/1. Carrying out a theatrical performance to evaluate students' theatrical performances.

C/2. Performing a presentation in front of the class to improve students' art of recitation

#### d) General and transferable skills

D/1. Using the Internet to collect information.

D/2. Acquiring the correct speech skills.

D/3. Developing the students' critical thinking skills.

### Course Content:

1. The origin of theater

2. Evolution of the theater

3. Forms of theatre.

4. Pioneers of the ancient theater.

5 - Pioneers of the modern theater.

6. Midterm exam.

7. Rules for analyzing theatrical texts.

8. Analyzing a theatrical text.

9. Elements of theatrical performance.

10. Analysis of a theatrical performance.

11. The art of performance and theatrical recitation.

12. Practicing the art of performance and theatrical recitation.

- 13. Pantomime and mime.
- 14. Professional improvisation in the theater.

15. Final Exam.

**Teaching and Learning Methods:**

- Lectures.
- Discussion.

- Presentations.

**Student Assessment Methods:**

- Midterm exam.
- Assignments to evaluate students' research and investigation skills.

- Final exam.

Discussions and in-class participation.



### Course Specification

<b>Course name: Introduction to Radio and TV</b> <b>Course Code: COMM101</b>	<b>Program: General</b> <b>Academic level: First</b> <b>Semester: First Semester</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: -</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1- Explaining the concept of the program idea and the characteristics of a unique program idea.
- A/2- Describing how to build a radio and television program.
- A/3- Recognizing the different program forms and templates.
- A/4- Describing the nature and levels of effort and how to reach it.
- A/5- Learning about the origins of radio.
- A/6- Mentioning the types of radio and television programs.
- A/7- Learning how to set up the radio studio and its equipment.
- A/8- Identifying the types of radio stations.
- A/9- Identifying the concept of the main control room.
- A/10- Mentioning the steps of radio transmission and reception.
- A/11- Recognize the stages of the emergence of television and its characteristics.
- A/12 - Recognize the camera parts.
- A/13- Learning how the receiver works.
- A/14- Describing how satellite technology has developed.
- A/15- Summarizing the basics of writing for radio and television.

##### b) Intellectual skills

- B/1- Deducing the relationship between the message and the target audience.
- B/2- Analyzing the structure of programs and their contents.
- B/3- Choosing the appropriate writing style for radio and TV programs and when writing for different ages and genders.

##### c) Professional and practical skills

- C/1: Using the Internet to collect information.
- C/2: Acquiring presentation skills.
- C/3: Developing evaluations and proper judgment skills.

##### d) General and transferable skills

- D/1: Discussing the functional relationship between the idea and the program template.
- D/2- Comparing between radio and television program formats and templates.
- D/3- Using scientific references and trusted Internet sites to collect information on radio and TV topics.
- D/4- Presenting and discussing an assignment on one of the radio and television topics.
- D/5- Presenting and discussing an evaluation of a radio or television program

#### Course Content:

- The introduction of radio.
- Radio and TV programs and their relationship to the media goals and functions.

- Radio studios and main types of observation rooms.
- The importance of the program idea.
- Live talk and radio and TV interviews template.
- Radio and TV investigation.
- Midterm exam.
- TV and its features
- TV camera, receiver, and image reproduction.
- Satellites.
- Basics of writing for radio and TV.
- Radio and TV writing
- Documentaries and mass programs.
- Rating of radio and TV programs.
- Final Exam.

**Teaching and Learning Methods:**

- Lectures.
- Discussion.
- Videos presentations.

**Student Assessment Methods:**

- Midterm exam.
- Assignments and participation.
- Final exam.



## Course Specification

<b>Course name: Introduction to Music</b> <b>Course Code: GEN202</b>	<b>Program:</b> <b>Academic level: Elective</b> <b>Semester: first semester – second semester</b>
<b>Specialization: Elective</b>	<b>Number of studying units:</b> <b>Theoretical: (5) Practical: (-)</b>

### Intended Learning Outcomes of Course (ILOs)

#### **A) Information and concepts**

- 1) The student knows the importance of music and musical concepts.
- 2) The student gets to know glimpses of the eras of music.
- 3) The student will be familiar with some of the theoretical rules of music.
- 4) The student knows how to write music.
- 5) The student learns about musical forms, including sonnets, concertos, symphonies, operas, and Aida operas.
- 6) The student gets to know the most famous authors and their most famous works.
- 7) The student will be familiar with electronic notation of music.

#### **B) Intellectual skills**

1. Determining the specifications of musical works when listening to them.
2. Determining the differences between a few musical instruments.
3. Writing a musical note from memory using a computer.
4. Performing musical exercises from memory and writing them to the computer.
5. Calculating the dimensions between the notes on the piano.

#### **C) Professional and practical skills**

1. The student determines the name of the musical notes.
2. The student plays some musical instruments.
3. The student creates some melodies and rhythms.
4. Doing research in the same field.

#### **D) General and transferable skills**

1. uses the computer and the Internet
2. Integration into a work team with colleagues
3. Group and individual performance in front of colleagues
4. Thinking in a critical manner

#### **Course Content:**

1-Defining music and its importance 2- Theoretical rules of music 3- Practical exercises on the rules of music 4- Music history and different musical eras 5- The most famous musical instruments 6- International and Arab music flags 7- Mid-term exam 8- Listen and taste 9- A field visit to one of the places specialized in music 10- Music composition and musical forms 11- How to write music electronically 12- The Arabic Takht and its components 13- Recent trends in music and musical forms 14- Presentations for the most important student research 15-



final exam

**Teaching and Learning Methods:**

1-The lecture 2-Discussion 3-Field visits 4-Powerpoint Using a computer 6- Self-education

**Student Assessment Methods:**

1-The written test in the middle of the semester (Midterm) 2-Active participation in the lecture  
3- Oral questions 4-Assignments 5-End-of-semester exam



### Course Specification

<b>Course name: Introduction to Communication Psychology</b> <b>Course Code: GEN104</b>	<b>Program: all programs</b> <b>Academic level: First</b> <b>Semester: First</b>
<b>Specialization: General</b>	<b>Number of studying units: Theoretical: 3</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1 Mention the concept of classical conditional learning
- A/2 Describes how the rules of conditional learning theories are used in communication
- A/3 Recognize the laws of Gestalt.
- A/4 Recognize the concept of balance and imbalance in social interaction.
- A/5 Recognize the concept of attitudes, motives and incentives.
- A/6 Describe how trends are formed.
- A/7 Describe the approach to equilibrium.
- A/8 Mention the concept of selective exposure.
- A/9 Recognize the traditional approach to persuasive communication.
- A/10 summarize the introduction to cognitive analysis in persuasive communication
- A/11 Summarize the different approaches to explaining the role of the media in bringing about social change.
- A/12 Recognize the processes used in the formation of knowledge and beliefs.
- A/13 Describe Marcelo's ranking of universities.

##### b) Intellectual skills

- B/1 Infers the relationship between the concepts of external stimulus, sensory stimulus, physical sensation, and perception.
- B/2 Analyzes the relationship between need, motivation, and behavior.
- B/3 Analyzes how trends are formed according to the conditional and Gestalt learning theories.
- B/4 Explains the differences in knowledge between individuals.
- B/5 Analyzes the relationship between the central and sub-variables of the individual.

##### c) Professional and practical skills

- C/1 Design a program, an advertisement, an article, or an awareness campaign aiming to build a positive behavior or change a negative behavior.
- C/2 Apply the rules of classical, performance, mental and social conditional learning in media materials to build positive behaviors.
- C/3 Evaluate media materials that aim to change behaviors, beliefs, attitudes, or behaviors.
- C/4 Apply the principles of the reasoning probability model when evaluating the impact of media materials.

#### Course Content:

1. Psychological bases of communication.
2. Learning through communication (1)
3. Learning through communication (2)

4. Communication and social interaction? (1)
5. Communication and social interaction (2)
6. Attitudes.
7. Mid-term exam.
8. Describe human contact.
9. Beliefs and their role in human communication.
10. Persuasion and change of attitudes and behaviour.
11. The effect of communication on social change.
12. Students present assignments (1).
13. Student presentation of assignments (2)
14. General revision.
15. Final exam.

**Teaching and Learning Methods:**

Lecture - discussion - video presentation

**Student Assessment Methods:**

Mid-term written exam - assignments - discussion and participation in the lecture - written final exam at the end of the semester.



### Course Specification

<b>Course name:</b> Introduction to Public Relations <b>Course Code:</b> com102	<b>Program:</b> Public Relations and Advertising <b>Academic level:</b> First <b>Semester:</b> 1 <sup>st</sup> and 2 <sup>nd</sup> semester
<b>Specialization:</b> General	<b>Number of studying units:</b> 3 <b>Theoretical:</b> (3) <b>Practical:</b> (0)

#### • Intended Learning Outcomes of Course (ILOs):

**a) Information and concepts:** A/1 The student mentions the concept of public relations. A/2 Getting to know the first pioneers of public relations. A/3 Distinguish between the concept of media and advertising, understand the definitions of advertising and distinguish between its types. A/4 Mention the ethics of the public relations profession. A/5 Summarize the characteristics of employees and managers in public relations. A/6 Recognize the role of the consultant in public relations, as well as the advantages and disadvantages of using him. A/7 Recognize the importance of public relations in contemporary organizations. A/8 Distinguish between the concepts of mental image, social responsibility and two-way communication.

A/9 Recognize research and information gathering as one of the stages of PR operations. A/10 Summarize the planning stage, methods of identifying the audience, and formulating public relations programs. A/11 Understanding the concept of communication and distinguishing between its different types and forms. A/12 Mention the most important means of communication for public relations. A/13 Define the importance of the new media in achieving the goals of organizations.

**b) Intellectual skills:** B/1 Analyze the ethical frameworks of the profession according to four target segments (personal integrity, dealing with the media, behavior towards clients, behavior among colleagues of the profession). B/2 Conclude the difference between professional media and gray and black propaganda. B/3 Explain the reasons for the importance of public relations. B/4 distinguish between the functions of public relations. B/5 differentiate between the objectives of public relations and the objectives of its research. B/6 selects appropriate planning strategies for the various public relations programs. B/7 Analyze types of communication, its general means and the types related to public relations.

**c) Professional and practical skills:** C/1 Apply the role of a PR consultant in any given organization. C/2 Design public relations research. C/3 Devise a plan to launch public relations' programs through strategic planning. C/4 Evaluate the special means of communication in public relations according to the extent of their effectiveness.

**d) General and transferable skills:** D/1 Using the Internet for research and information gathering. D/2 works in a team in the required collective assignments. D/3 Present an attractive presentation. D/4 Translate foreign books. D/5 Using the Blackboard platform in the educational process.

#### • Course Content:

1- Introduction to the course and the historical establishment of public relations. 2- Scientific Concepts of Public Relations. 3- Early Pioneers in Public Relations. 4- Concepts related to public relations (media, advertising and promotion). 5- Professional Ethics and Charters. 6- Characteristics of those working in the field. 7- Mid-term exam. 8- The importance of public relations in contemporary organizations and the

motives for interest in it. 9- The research stage in public relations. 10- The stage of strategic planning for public relations (the concept of planning, its importance & the challenges facing planning). 11- Planning stages (situation analysis - goal setting). 12- Completion of the planning stage (determining available means and capabilities - selecting topics and defining programs). 13- The communication & evaluation stages in public relations. 14- Public Relations Strategies. 15- Final exam.

- **Teaching and Learning Methods:**

1- Theoretical lectures. 2- Presentations. 3- Role-playing. 4- Brainstorming. 5- Discussions. 6- Working in groups.

- **Student Assessment Methods:**

1- Written mid-term test. 2- Assignments to assess the student's ability to research, investigate and innovate. 3- Discussion, participation and interaction in the lecture. 4- Written final exam. 5- Evaluate the presentations during the lectures.



## Course Specification

<b>Course name:</b> Introduction to Advertising <b>Course Code:</b> : Com 103	<b>Program:</b> Public Relations and Advertising <b>Academic level:</b> First <b>Semester:</b> 1st semester - 2nd semester
<b>Specialization:</b> General	<b>Number of studying units:</b> 3 <b>Theoretical:</b> (3) <b>Practical:</b> (1)

### • Intended Learning Outcomes of Course (ILOs):

**a) Information and concepts:** A/1 Mention the definition of marketing and the elements of the marketing mix. A/2 Mention the concept of advertising, its development & its various characteristics. A/3 Recognize the divisions, types & effects of advertising. A/4 Summarize the criticisms leveled at the advertisements and respond to them.

A/5 Summarize the functions of advertising communication and the communication stages in advertising. A/6 Recognize the characteristics of advertising communications. A/7 Mention the definition of the advertiser, the functions of advertising management and the organization of advertising management. A/8 Identify the factors affecting the attractiveness of the ad. A/9 Familiarize students with advertising media (their types and the characteristics of each). A/10 Mention the factors that affect the choice of advertising media. A/11 Recognize the characteristics of advertising in modern advertising, like: (advertising via social networking sites, advertising via smart phones, and direct mail advertising). A/12 Mention the definition of advertising agencies and their most important characteristics. A/13 Recognize the criteria for selecting advertising agencies. A/14 Define advertising agencies' types and their organization patterns.

### **b) Intellectual skills:**

B/1 Distinguish the difference between marketing and promotional mix policies.

B/2 Analyze the criticisms directed towards advertising.

B/3 How to choose the most appropriate method when planning advertising.

B/4 Explain the reasons for choosing one medium over another when planning an advertising campaign.

B/5 Deduce the functions of advertising communications. B/6 differentiate between advertising agencies and their various services.

B/7 Compare the characteristics of advertising between traditional and modern channels. B/8 Analyze the factors that affect attracting attention to the advertisement.

### **c) Professional and practical skills:**

C/1 Applying modern thinking patterns to evaluate an advertising campaign.

C/2 Execute a scientific research on the differences in the features & characteristics of advertising in traditional media in comparison to modern media. C/3 Prepare presentations for choosing advertising media. C/4 Execute the scheduling of the media as designed in planning for the campaign. C/5 Design an organizational structure for advertising management and advertising agencies.

### **d) General and transferable skills:**

D/1 Having a team-oriented work style. D/2 Present reports in an attractive way. D/3 Using the Internet and having good research skills. D/4 Using the computer to accomplish the various tasks in the course.

### • Course Content:

4/1 Advertising (its origin, development, definition and characteristics). 4/2 Advertising divisions, types and effects.

4/3 Criticisms of advertising. 4/4 The advertising communication process and advertising communication functions.

4/5 Marketing (its development, definition, and elements of the marketing and promotional mix).

4/6 The advertiser (the advertiser's definition, the advertiser's advertising management functions and the organization of advertising management). 4/7 Mid-term exam. 4/8 Factors that affect attracting attention to ads. 4/9 Advertising media (definition, types, characteristics, units of measurement for advertising in them).

4/10 Advertising in traditional advertising media: (newspapers, radio, television, cinema and road advertisements). 4/11 Advertising in modern advertising media: (advertising via social networking sites, advertising via smart phones, and direct mail advertising). 4/12 Factors affecting the selection of advertising media, and media planning & scheduling. 4/13 Advertising agencies (definition, importance, selection criteria). 4/14 Types of advertising agencies, their organization patterns, and the services they provide. 4/15 Final exam.

**•Teaching and Learning Methods:**

1- Theoretical lectures. 2- Case study. 3- Discussions and brainstorming 4- Self-learning. 5- E-learning. 6- Working in groups.

**•Student Assessment Methods:**

1- The mid-term written test. 2- Research and assignments to assess the student's ability to research. 3- Discussion and participation in the lecture. 4- Written final exam.



## Course Specification

<b>Course name: Interpersonal Communication</b> <b>Course Code: COM 202</b>	<b>Program: All Programs</b> <b>Academic level: Level Two</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 \ Practical: --</b>

### • Intended Learning Outcomes of Course (ILOs)

#### A) Information and concepts

A/1- Demonstrate the concept of direct communication and the difference between it and mass communication. A/2- Demonstrate the meaning, characteristics and influence of opinion leaders. A/3- Acknowledge the most important characteristics that the communicator should have. A/4- Acknowledge the rules of good presentation and effective presentation. A/5- Understand the strategies of and incentives for persuasion. A/6- Demonstrate effective personality traits and how the person reviews and paraphrases. A/7- Summarize the keys to success for effective communication and how to act in embarrassing situations. A/8- Discuss the types of listening. A/9- Identify the obstacles to listening and the techniques of effective listening. A/10 - Summarize the importance of submitting proposals. A/11- Discuss the characteristics of a good speaker. A/12- Recognize the importance of listening in negotiation, negotiation styles, and firmness in negotiations. A/13- Explain what is meant by the public speaking skill and its importance to the communicators. A/14- List the communication skills needed to support the public speaking skill.

#### B) Intellectual skills

B/1- Analyze how to prepare a good lecture or speech. B/2- Concludes how to make a good presentation. B/3- Explain the importance of using persuasion techniques during presentation. B/4- Analyze his ability to communicate and his communication skills. B/5- Infer the difference between listening and listening. B/6- Explain the obstacles to listening. B/7- Deduce the characteristics of a good listener and speaker. B/8- Choose the appropriate negotiation style for him. B/9- Identify the difference between verbal and non-verbal communication and non-verbal communication tools. B/10- Identify the reasons for the development of the various means of communication in Egypt and the world.

#### C) Professional and practical skills

C/1- Apply the skills that must be available in direct communication practitioners, such as using the eye, employing the senses, sound diversity, fun, and engaging the listener in the communication process. C/2- Use the skill of listening in all aspects of his life. C/3- Evaluate his presentation skills. C/4- Prepare and designs an effective and successful presentation using modern technological means. C/5- Use writing skill and negotiation skill in all aspects of his life. C/6- Apply the rules of dealing with difficult personalities and behaving in embarrassing situations. C/7- Analyze media messages in different media. C/8- Improve the use of non-verbal communication skills in addition to verbal communication.

#### D) General and transferable skills

D/1- The Internet is used to collect information on the subject of the presentation. D/2- He works in a one-team style. D/3- Compare and discuss everything new in the skills of effective presentation, persuasion and listening. D/4- Submit a presentation on one of the topics of interest to him. D/5- Translate from and into other languages. D/6- Effectively use electronic communication within the framework of social media.



**Course Content:**

4\1- Communication (understanding - its importance - its objectives). 4\2- Self-discovery and building an effective personality (our circumstances are made by our decisions and the seven habits of success). 4\3- Verbal and non-verbal communication (definition of verbal and non-verbal communication, their determinants, importance and non-verbal communication tools). 4\4- Forms of communication (communication (personal - mass) and the keys to success for effective communication). 4\5- Interpersonal communication (characteristics of personal communication, how to communicate with new people, how to deal with difficult personalities and behave in embarrassing situations). 4\6- Listening and receiving skills (the concept and types of listening, bad listening habits and its dangers). 4\7- The mid-term exam. 4\8- Listening and receiving skills (the most important characteristics of the communicator and the characteristics and obstacles of the effective listener.). 4\9- Public speaking skills (the speaking skill and its requirements, the characteristics of a good speaker, the skill of dealing with public questions and objections, and negotiation skills). 4\10 - Presentation skills and writing skills (effective presentation skill and writing skills). 4\11- Presentation or presentation skills (preparing a successful presentation, pre-presentation skills, important lessons in presentation and presentation, and skills during and after presentation.). 4\12- Persuasion skills (definition of persuasion, its elements and rules). 4\13- Persuasion skills (negotiation styles and firmness in negotiations, strategies and drivers of persuasion). 4\14- A general review of what was previously studied. 4\15- Exam at the end of the first semester.

**Teaching and Learning Methods:**

5\1- Lectures (face to face learning). 5\2- Discussion and dialogue. 5\3- E-learning through the Blackboard platform and interactive lectures via the platform. 5\4- Students' presentations in lectures. 5\5- Brainstorming methods by presenting some examples to students to pave one of the elements and help them to conclude. 5\6- Dividing the students into work teams, "group projects." 5\7- Self-learning by searching on the Internet, searching inside the library, summarizing what he has seen, and using what he read during the discussions.

**Student Assessment Methods:**

7\A\1- The mid-term written test. 7\A\2- Assignments to assess the student's ability to research and investigation. 7\A\3- Discussing, participating and observing the students' behavior and performance in the lecture. 7\A\4- Final written exam



### Course Specifications

<b>Course name: International Law</b> <b>Course code: GEN111</b>	<b>Program: General</b> <b>Academic Level: First</b> <b>Semester: 1<sup>st</sup></b>
<b>Major: General</b>	<b>No. of studying units:</b> <b>Theoretical (3) Practical (0)</b>

### Intended Learning Outcomes (ILOs):

After finishing this course, the student should:

Acquire the cognitive skills related to international treaties and disputes, diplomatic and consular representation, membership in international organizations, international responsibility, the principles that govern the state's exercise of its jurisdiction over its territory, the intellectual skills necessary for dealing with international conflicts, and the practical skills for applying that in a practical application model.

#### a) Information and Concepts:

A/1 Mention the concept, objectives and conditions of international treaties.

A/2- Mention the types and conditions of diplomatic and consular representation.

A/3- Describe the changes that occur in diplomatic relations.

A/4- Describe the principles that govern the state's exercise of its jurisdiction over its territory.

A/5- Summarize the causes of international conflicts.

A/6 - Familiarize with the methods of acquiring membership in international organizations.

A/ 7- Determine the restrictions imposed on the state exercising its jurisdiction over its territory

A/ 8- Mention the principles that govern the exercise of the state's jurisdiction over its territory

A/ 9- Summarize the phenomenon of international disputes

A/10- Describe armed conflicts of international nature

A/ 11-Mention the legal means for resolving international disputes (international liability)

#### b) Intellectual Skills:

B/1 Analyze the variables that occur in diplomatic relations. B/2 Analyze international conflicts. B/3

Deduce the difference between the restrictions imposed on the state's exercise of its powers. B/4

Analyze the factors that lead to the change of international relations. B/5 Analyze the principles that

govern the exercise of the state's powers, the sovereignty of states over their cyberspace, and the

international responsibility for cyber-attacks. B/6 Infer the causes that lead to the phenomenon of

international conflicts and international electronic attacks. B/7 Explain the reasons for changing

diplomatic and consular relations.

#### c) Professional and practical skills:

C/1 Design a proposal to resolve a conflict between two countries based on what has been studied.

C/2 Use databases in defining the concept of international relations. C/3 Apply a practical model

while learning about international treaties and diplomatic representation. C/4 Evaluate countries'

approach to dealing with international disputes and international cyber-attacks.

#### d) General and transferable skills:

d/1 Use the internet to collect information. d/2 Work with a group of colleagues. d/3 Present a report

in an attractive way.

### Course content:

4/1 Interpretation of international treaties. 4/2 Reasons for the expiration of international treaties. 4/3 Diplomatic representation. 4/4 Changes in diplomatic relations. 4/5 Consular Relations. 4/6 Acquisition of membership in international organizations. 4/7 Midterm exam. 4/8 The principles that govern the state's exercise of its powers over its territory, the sovereignty of states over their cyberspace, and international responsibility for cyber-attacks. 4/9 Restrictions imposed on the state exercising its jurisdiction over its territory. 4/10 The phenomenon of international disputes. 4/11 Armed conflicts of an international character and cyber-attacks within the framework of public international law. 4/12 The legal means for resolving international disputes (international liability). 4/13 Applied cases. 4/14 General Revision. 4/15 Final Exam.

**Teaching and Learning Methods:**

5/1. Lectures. 5/2. Discussions. 5/3. Dividing students into working groups.

**Student Assessment Methods:**

7/a/1 Midterm exam.

7/a/2 Research assignments (4<sup>th</sup> week assignment – 7<sup>th</sup> week assignment).

7/a/3 Participation during the lectures.

7/a/4 Final exam.



### Course Specification

<b>Course name: International Communication</b> <b>Course Code: Com 301</b>	<b>Program: all programs</b> <b>Academic level: Third</b> <b>Semester: First- Second</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 3 Practical: 2</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

- A/1 Identify the concepts related to international media and the characteristics of the international communication system.
- A/2 Identify the most important characteristics of the international media system.
- A/3 Familiarity with the stages of development and emergence of the international communication and media system.
- A/4 Identify the issue of imbalance in the flow of information at the global level.
- A/5 Identify the different media systems around the world.
- A/6 Distinguish between the different aspects of cross-cultural communication.
- A/7 Identify the dimensions of the international declaration.
- A/8 Familiarity with the concept of fifth generation wars: information warfare as a model
- A/9 Identify the concept of popular diplomacy and the extent to which it is related to international public relations.
- A/10 Defining the dimensions of the country's brand and the role of social media and new media in this regard
- A/11 Defining the concept and mechanisms of practicing international public relations

##### b) Intellectual skills

- B / 1 Analyze the international media and communication system according to its features and characteristics.
- B/2 The student compares the different media systems around the world
- B/3 The student critiques and analyzes the international declaration according to the dimensions of cross-cultural communication.
- B/4 The student extracts how to build the brand of countries through social media and new means of communication
- B/5- The student discusses the dimensions of popular diplomacy and its relationship to international public relations.

##### c) Professional and practical skills

- C/1 Familiarize with how to perform the political, cultural, economic and social activities that govern and organize the international communication and media system.
- C/2 Design and build international media campaigns that take into account cultural differences between countries.
- C/3 - Criticize the various media systems around the world.
- C/4- Analyze the international media message in international advertising.
- C/5- Monitor and analyze the international advertising campaigns for building the country's brand through the new means of communication.

#### **d) General and transferable skills**

D/1 The Internet is used for exposure to international content and international advertising.

D/2 Critically think about the standards of the international media message.

D/3 Develop general culture skills at the international level in various fields or issues with political, economic, social and cultural dimensions.

D/4 He works with the group in a one-team style.

#### **Course Content:**

4/1. Definitions and concepts related to international media.

4/2. Characteristics and characteristics of the international media and communication system

4/3. The emergence and development of the international media and communication system (1)

4/4. The emergence and development of the international media and communication system (2)

4/5. The problems of news and news flow around the world in terms of reality and theories, and the role of international news agencies

4/6. International media systems around the world

4/7. Mid-year exam 4/8. Cross-Cultural Communication 4/9. International Declaration 4/10. Fifth generation wars: information warfare as a model 4/11. popular diplomacy 4/12. Building the brand for countries through social media and modern means of communication.

4/13. International public relations and issues for study: the theory of the clash of civilizations and the end of history, the image of Islam, globalization. 4/14. final exam

#### **Teaching and Learning Methods:**

1- Theoretical lectures. 2- Discussions during the lecture. 3- Dividing students into work teams 4- Designing programs, media campaigns and presentations.

#### **Student Assessment Methods:**

/a/1- Periodic applications. To assess: comprehension skills and intellectual skills. /A/2- midterm exam. To assess: the skill of knowledge and understanding. A/3- tuition costs. To assess the student's ability to search and investigate.

a/4- discussion and participation in the lecture.A/5- Final Exam. To assess: All skills and learning outcomes measured.



## Course Specification

<b>Course name: Graphic and Animation</b> <b>Course Code: Fre 103</b>	<b>Program: General</b> <b>Academic level: Third</b> <b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical: -</b>

### Intended Learning Outcomes of Course (ILOs)

#### **A) Information and concepts**

A-1/ Knows the arts of graphic and visual communication. A-2/ Defines the relationship of graphic arts to mass media and communication. A-3 / Identifies the stages of the emergence and development of graphic arts and visual communication. A-4/ Recognize the most important theories of visual communication related to media and advertising. A-5/ Defines the foundations and principles of design, composition and visual expression. A-6/ Learn about color theory and its applications in the field of graphic design. A-7/ Learn about graphic design techniques, tools, and materials. A-8/ Identifies the most important modern graphic design programs and applications. A-9/ Knows the art of animation. A-10/ Defines the principles and rules of animation. A-11/ Recognize the principles of designing characters and backgrounds for animation. A-12/ Knows the plot of the story board

#### **B) Intellectual skills**

B-1/ Distinguish between the different parts of graphics and visual communication. B-2/ Links the visual arts of communication with the sciences of media and mass communication. B-3/ Summarize the foundations and principles of design, composition and color theories. B-4/ Distinguish the principles of logo design and visual identity. B-5/ Compare between the applications of graphic arts and animation arts in the media. B-6/ Links between the rules of animation and the rules of designing characters and backgrounds in animation. B-7/ Plans to represent a visual story by means of the story outline.

#### **C) Professional and practical skills**

C-1/ Evaluates models for the use of graphics and animation in the media. C-2/ Apply the theories of visual communication and its rules to a number of models. C-3/ Apply the principles of logo design and visual identity to logo design. C-4/ Apply the principles of advertising design to the design of an advertising poster. C-5 / Evaluate models for the use of graphics in the field of advertising. C-6/ Apply the rules of the visual representation of the story on the plan of the plot of an animated film.

#### **D) General and transferable skills**

D-1/ To present an attractive offer. D- 2/ To work in a work team. D-3/ To use computer applications.

#### **Course Content:**

1-Definition of graphic arts, and their relationship to media and mass communication. 2The emergence of visual expression and visual arts, and the history of their development through the Different eras. 3-An overview of the most important visual communication theories related to media and advertising. 4-Foundations and principles of design, composition, visual expression, and color theories. 5-Graphic design techniques, tools and materials, and its modern programs and applications. 6-Principles of logo design and visual identity, and their application to logo design. 7-midterm test. 8-The principles of graphic design for advertising, and their application

to the design of an advertising poster. 9-Definition of animation, its genesis, and its development. 10-Foundations and rules of animation. 11-Principles of character and background design in animation. 12-The visual representation of the story, and the application to design a plot for the story of an animated film, Storyboard. 13-Applications. 14-General revision. 15-End of term exam.

**Teaching and Learning Methods:**

- Lectures to provide scientific information. -Students discuss the subjects of the course. -Show samples and examples of graphic and animation applications. -Practical activities to apply principles of graphic design and animation.

**Student Assessment Methods:** -Practical assignments that determine the student's grades in the semester work. -A mid-semester written exam. -Written exam at the end of the semester



### Course Specification

<b>Course name:</b> Geopolitics <b>Course Code:</b> GEN 109	<b>Program:</b> Journalism <b>Academic level:</b> First <b>Semester:</b> First
<b>Specialization:</b> General	<b>Number of studying units</b> <b>Theoretical:</b> 3 <b>Practical:</b> -

#### Intended Learning Outcomes of Course (ILOs)

##### A) Information and concepts

- A/1 Mention the definition and importance of political geography.
- A/2 Mention the fields of political geography.
- A/3 Get to know the natural geographical features of the country.
- A/4 Summarizes the human geographic components of the country.
- A/5 Recognize the concept of boundaries and their importance.
- A/6 Summarize the most important types of borders.
- A/7 Recognize the different functions of borders.
- A/8 Mention the most important problems of political borders in Egypt and the world.
- A/9 Compete with the southern, eastern and western borders of Egypt.
- A/10 Clarify the definitions of internal, territorial, contiguous, neutral and high seas waters
- A/11 Learn about the Renaissance Dam crisis.

##### B) Intellectual skills

- B/1 Deduce the most important areas of political geography.
- B/2 Analyze the human geographical components of the state.
- B/3 Deduce the importance of boundaries.
- B/4 Deduce the most important functions of the boundary.
- B/5 Explain the reasons that make political borders problems between countries in the world.
- B/6 Conclude the most important problems of the southern, eastern and western borders of Egypt.

##### C) Professional and practical skills

- C/1 Apply the different functions of the borders.
- C/2 Distinguish between the types of borders.
- C/3 Prepare presentations on models of border problems around the world.
- C/4 Apply the most important border problems in Egypt.
- C/5 Evaluate the state's approach to solving the southern border problem.

##### D) General and transferable skills

- D/1 Work with the group in a one-team style.
- D/2 Use the library and the Internet to collect information.

#### Course Content



1. What is political geography and its importance?
2. The areas of political geography.
3. The natural geographical components of the state.
4. The human geographical components of the state.
5. Boundaries, their concept and importance.
6. Types of borders.
7. Midterm Exam.
8. The various functions of the boundary.
9. The most important problems of political borders in the world.
10. The most important problems of political borders in Egypt.
11. The southern and eastern borders of Egypt.
12. The western borders of Egypt.
13. Nile Basin countries and the water crisis.
14. Renaissance Dam and water security.
15. Final exam.

### **Teaching and Learning Methods**

- Lectures.
- Discussion.
- Presenting examples of border problems around the world.
- Directing students to external readings.
- Dividing students into work teams.

### **Student Assessment Methods**

- Written midterm exam.
- Assignments to assess the student's ability to research.
- Discussion and participation in the lecture.
- Written Final Exam.



## Course Specification

<b>Course name:</b> Fine Arts <b>Course Code:</b> FRE 101	<b>Program:</b> Journalism <b>Academic level:</b> Third <b>Semester:</b> First/Second
<b>Specialization:</b> General	<b>Number of studying units</b> <b>Theoretical:</b> 1 4 <b>Practical:</b>

### Intended Learning Outcomes of Course (ILOs)

#### A) Information and concepts

- A/1 Learn about the structure of art in the works of modern day artists.
- A/2 Mention the artistic components of schools of modern art.
- A/3 Discuss the relationship between art and media.

#### B) Intellectual skills

- B/1 Deduce the difference between modern technical schools.
- B/2 Analyze the strengths and weaknesses of the artists' works.
- B/3 Choose the appropriate materials, tools and colors to carry out his artwork.

#### C) Professional and practical skills

- C/1 Design a work of art.
- C/2 Use the method of cutting and pasting to produce a work of art.
- C/3 Apply the foundations of modern technical schools in the production of his artwork.
- C/4 Apply technical preference and technical judgments in artistic production.
- C/5 Execute a technical work.

#### D) General and transferable skills

- D/1 Use the Internet to collect information

### Course Content

- 1) The cubist school of plastic art.
- 2) Cubism through its artists.
- 3) Design a painting using the style of the cubist school.
- 4) Implementation of a painting using the style of the cubist school.
- 5) Flags of Cubism (works by Georges Braque)
- 6) The surrealist school, its effects, and its artists.
- 7) Mid-term exam.
- 8) Design and implementation of a painting using the style of the surreal school.
- 9) Flags of the surrealist school (works by Max Arndt).
- 10) The future school and its implications.
- 11) The future school through its artists.
- 12) Design a painting using the style of the futuristic school.

- 13) Design and implementation of a painting using the style of the future school.
- 14) Flags of the Futuristic School (works by Giacomopala).
- 15) Final exam.

### **Teaching and Learning Methods**

- Lectures.
- Discussion.
- Problem solving.
- Work in groups.
- Self-learning.

### **Student Assessment Methods**

- Written midterm exam.
- Assignments for the design and implementation of artwork.
- Discussion and participation in the lecture.
- Written Final Exam.



## Course Description

<b>Course name: English 2</b> <b>Course Code: GEN201</b>	<b>Program: General</b> <b>Academic level: first</b> <b>Semester: The second semester</b>
<b>Major: General</b>	<b>Number of credits:</b> <b>Theoretical: (2) Practical: (2)</b>

### Intended Learning Outcomes of Course (ILOs)

#### a. Information and concepts:

After completing the course, the student will be able to:

A/1: Recognize media terms and how to use them.

A/2: Know the forms of communication in the media through new media such as: Facebook.

A/3: Recognize the characteristics of writing advertisements and radio programs.

#### b) Intellectual skills

After completing the course, the student will be able to:

B/1: Analyze how to write press articles.

B/2: Analyze how to design a print advertisement and write advertisement slogans.

B/3: Analyze the types of radio programs and the method of preparing their paragraphs

#### c) Professional and practical skills

After completing the course, the student will be able to:

C/1: Writing texts in English.

C/2: Write the titles in English.

C/3: Writing press articles in English.

C/4: Writing questions for television interviews

#### d) General and transferable skills

After completing the course, the student will be able to:

D/1: The use of the Internet is used to collect information.

D/2: Working with the group works in a one-team style.

### E. content:

1. Uses of media terms
2. New media
3. Design ads
4. Electronic writing in English
5. Planning and writing for radio programs
6. Writing English texts
7. Mid-Semester Exam
8. Writing newspaper articles in English
9. Writing TV interview questions in English
10. Writing logos for print and graphic ads
11. Design a Print Ad
12. Prepare a paragraph for a radio program
13. Prepare a news list for a radio show
14. exercises and application
15. Semester final exam

### Teaching and learning methods:

١: Lectures using powerpoint.

٢: Discussions in the lectures by focusing on the new media book.

٣: Scientific applications through the design of articles submitted by students.

### Student Assessment Methods:

7/a/1: mid-semester written test.

٧/a/2: practical assignments, discussions, applications, commitment to attendance, and student behavior in the lecture hall.

٧/A/3: The discussion in the lecture.

7/A/4: Written test at the end of the semester.



## Course Specification

<b>Course name: English 1</b> <b>Course Code: GEN101</b>	<b>Program: General</b> <b>Academic level: First</b> <b>Semester: First Semester</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: 2 Practical: 2</b>

### Intended Learning Outcomes of Course (ILOs)

#### a) Information and concepts

A/1: Identifying media terminologies in English.

A/2: Identifying the characteristics of writing an electronic dialogue.

A/3: Learning to write sentences and paragraphs in a foreign language.

A/4: Learning how to prepare for television dialogues.

#### b) Intellectual skills

B/1: Analyzing media terms.

B/2: Analyzing journalism articles.

B/3: Criticizing the way the topics are written.

B/4: Analyzing sentences and paragraphs written in English.

#### c) Professional and practical skills

C/1: Writing articles for the press in English.

C/2: Writing questions for press interviews.

C/3: Writing and analyzing the headlines of the articles.

#### d) General and transferable skills

D/1: Using the Internet to collect information.

D/2: Working within a team.

### Course Content:

- Media Terminologies.
- Media Topics.
- Writing sentences and paragraphs in English.
- Reading articles and blogs.
- Writing articles for the press.
- Preparing questions for television interviews.
- Midterm Exam.
- Electronic grammar exercises
- Reading, writing, and listening skills.
- Topics criticism.
- Preparing television interviews.
- Writing headlines.
- Preparing interviews for the press.
- Creating a newspaper front page.
- Final Exam.

### Teaching and Learning Methods:

- Lectures.
- Discussion.
- Students' presentations.

**Student Assessment Methods:**

- Midterm exam.
- Assignments to evaluate the student's ability to research and investigate.
- In-class discussions.
- Final exam.



## Course Specification

<b>Course name: Critical Thinking</b>	<b>Academic level: First level</b>
<b>Course Code:</b>	<b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b>
	<b>Theoretical: 3 Practical: 0</b>

### Intended Learning Outcomes of Course (ILOs)

#### a) Knowledge and concepts

After studying this course the students should be able to:

1/a. know the meaning of critical thinking. 2/a Identify critical thinking skills as one of the different patterns of higher thinking skills. 3/a Recognize the most common mistakes of critical thinking. 4/a. Identify the characteristics of people with high critical thinking skills. 5/a. Identify the highly effective indicators in critical thinking .6/a. Identify the stages and steps of critical thinking. 7/a. Identify the problem. 8/a. Identify problem solving. 9/a. Identify fallacy.

#### b) Intellectual skills

After studying this course the students should be able to:

1/b. Differentiate between different approaches in critical thinking. 2/b Differentiate between facts and opinions. 4/b Differentiate between various levels of thinking. 5/b Classify types of thinking. 6/b. Differentiate between different types of problems. 7/b. Compare between effective and ineffective thinking. 8/b. Compare between critical thinking and non-critical thinking. 9/b. Distinguish between rhetorical styles and fallacy. 10/b. Critically summarize the main points in an article.

#### c) Professional and practical skills

After studying this course the students should be able to:

1/c Apply critical thinking skills in everyday life. 2/c. Apply analytical thinking skills in problem solving. 3/c Apply critical thinking skills in problem solving. 4/c Apply critical reading skills to all material that he/she reads. 5/c Criticize all news and opinions on various media platforms. 6/c Apply critical thinking skills to all news, opinions on various media platforms

### 4. Course Content:

Week	الموضوع
1	Approaches to critical thinking: Definition, Importance
2	Critical Thinking and its approaches
3	Critical thinking among forms of human thinking
4	Effective and Ineffective thinking- Critical thinking and facing thinking mistakes
5-6	Critical thinking: its importance, requirements and perspectives
7	Midterm Exam
8	Critical Thinking Skills
9	Critical problem solving
10	Importance of developing critical analysis

11	Developing critical thinking skills
12	Critical thinking and effective textual analysis
13	Critical thinking and facing media and rhetorical styles
14	Revision
15	End of term Exam

**5. Teaching and Learning Methods:**

- Lecture. Discussions. Data collection from sources. Take Home assignments.

**6. Student Assessment Methods:**

Practical tasks. Written Midterm exam. Written end of term exam.





### Course Specifications

<b>Course name:</b> Arabic 2 <b>Course code:</b> Com 100	<b>Academic level:</b> First <b>Semester:</b> 1 <sup>st</sup> – 2 <sup>nd</sup>
<b>Specialization:</b> General	<b>Number of studying units:</b> <b>Theoretical (3)      Practical (-)</b>

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and Concepts

A/1 Recognize famous examples of literary texts from different eras. A/2 Understand structures from literary texts from different eras. A/3 Recall examples of well-known literary texts from different ages. A/4 Explain the content of the poetic or prose text in a correct linguistic manner. A/5 Recognize the elements of correct writing. A/6 Recognize the value of each writing element. A/7 Recognize the most important grammatical and morphological rules. A/8 Recognize the differences between different linguistic styles. A/9 Recognize the subtle differences that distinguish between texts in the same art. A/10 Recognize the general characteristics of the most important applied arts. A/11 Discuss the advantages and disadvantages of each writing style.

##### b) Intellectual Skills

B/1 Analyze written forms into their basic written elements. B/2 Interpret, correctly, the linguistic text. B/3 Compare, with linguistic awareness, between texts in the same art. B/4 Deduce subtle differences between linguistic and literary styles. B/5 Distinguish between right and wrong language styles. B/6 Distinguish between the appropriate methods and the ideas in which they communicate with others.

##### c) Professional and Practical skills

C/1 Speak in sound Arabic C/2 Read the texts, old and new, correctly and consciously. C/3 Apply the grammar rules correctly when writing. C/4 Produce a language with an aesthetic level of reading and writing. C/5 Evaluate each of the methods used in reading expression. C/6 Evaluate each of the methods used in written expression.

#### **d) General and transferable skills**

d/1 Communicate with others in writing, reading and speaking in Arabic. d/2 Employ their linguistic and literary knowledge in his field of work. D/3 Participate correctly in group work. D/4 Apply the literature of dialogue and disagreement with others objectively.

#### **Course content:**

4/1- The word, knowing the noun, the verb, the letter, and some common grammatical errors in grammar, morphology and language. 4/2 Different verbs and nouns - 4/3 A poetic text related to thought in the Andalusian poetry of Ibn Hamad Yassin al-Siqali in the lamentation of his beloved Jawhara. - Diwan of Mehyar Al-Dailami. 4/7 Midterm exam 4/8 The use of "Hamza". 4/9 - Self-pity in pre-Islamic poetry. 4/10 - The image of the West among Egyptian writers. 4/11 - Training on the parsing of some literary texts from the course book, the text of Al-Akkad 4/12 - Training on the parsing of some literary texts from the course book, the text of Al-Mazini.

#### **Teaching and Learning Methods:**

5/1- Lectures. 5/2- Discussions. 5/3- Brainstorming.

#### **Student Assessment Methods:**

7/1 - Midterm written exam. 7/2- Research and student assignments to assess their ability to research. 7/3- Discussion and participation in lectures. 7/4- Final written exam.



## Course Specification

<b>Course name: Scientific Media</b> <b>Course Code: COMM 113</b>	<b>Program: All</b> <b>Academic level: One</b> <b>Semester:</b>
<b>Specialization: General</b>	<b>Number of studying units:</b> <b>Theoretical: (3) Practical:</b>

- **Intended Learning Outcomes of Course (ILOs)**

- a) **Information and concepts**

- a/1 Mention the basic scientific concepts, the concept of scientific media and its importance and functions.

- a/2 Summarize the similarities and differences between the concepts of contemporary science.

- a/3 Learn about the thinking patterns and techniques that the media personnel use in his work.

- a/4 Describe the reality of scientific media in Egypt.

- a/5 Discuss the pros and cons of the current Egyptian scientific media practice.

- b) **Intellectual skills**

- b/1 Analyze the strengths and weaknesses of the Egyptian scientific media.

- b/2 Conclude the differences between concepts of discovery/invention/creativity/innovation.

- b/3 Explain why the current Egyptian scientific media is declining.

- b/4 Choose the appropriate scientific contents and materials according to the objectives and functions sought by the communities in terms of scientific development media.

- Professional and practical skills**

- c/1 Summarizes and writes a scientific news story that could be published

- c/2 Apply different modern thinking skills, methods and patterns to any realistic problem.

- c/3 Evaluate the content and materials of any Egyptian scientific media.

- General and transferable skills**

- d/1 Use the Internet to collect information.

- d/2 Good presentation skills

- d/3 Critical Thinking

- Course Content:**

1. General introduction: basic scientific concepts and terminology illustrating the evolution of human civilization
2. Similarities and differences between scientific concepts prevailing in scientific media (discovery/invention/creativity/innovation)
3. Introduction scientific thinking & knowledge: concepts of data, information, knowledge, scientific methodology and comparison between them
4. Rules of the scientific curriculum and different patterns of thinking.
5. Features of scientific behavior with application to Egyptian society
6. Features of scientific behavior with application to Egyptian society
7. Mid-term exam

8. Thinking skills (concepts of ability, skill, habit, knowledge)
9. Technique methods of thinking
10. The concept of scientific media and its importance and functions in contemporary societies
11. Mediums of scientific media and the most prominent features of its status in Egypt
12. Climate change and sustainable development issues
13. The Internet and the Future of Technology
14. The elements of scientific media and its ethics
15. Final Exam

**Teaching and Learning Methods:** 1-Lectures 2-Discussion 3-PowerPoint presentations on important contemporary discoveries and inventions and scientific media content.

**Student Assessment Methods:** 1-Written mid-term exam 2-Assignments to assess the student's ability to research and investigate 3-Discussion & participation in the lectures 4-Written final exam