



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

COURSE SPECIFICATIONS

(Journal Institution Management 433 COM)

Course Specifications

Institution: Faculty of Arts and Humanities	Date: 1438
College/Department : Journalism and Media	

A. Course Identification and General Information

1. Course title and code: Journal Institution Management (433- m 3)	
2. Credit hours: 45	
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs)	
4. Name of faculty member responsible for the course: Dr. Roshdy Albadry	
5. Level/year at which this course is offered: Level 6	
6. Pre-requisites for this course (if any): Editing 2 and Journalistic Directing	
7. Co-requisites for this course (if any): Training and Graduation Project	
8. Location if not on main campus: Abu Areesh Campus	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input type="checkbox"/> What percentage? <input type="text" value="100"/>
b. blended (traditional and online)	<input type="checkbox"/> What percentage? <input type="text"/>
c. e-learning	<input type="checkbox"/> What percentage? <input type="text"/>
d. correspondence	<input type="checkbox"/> What percentage? <input type="text"/>
f. other	<input type="checkbox"/> What percentage? <input type="text"/>
Comments:	
All lectures have been held in Abu Areesh campus	

B Objectives

1. What is the main purpose for this course?
The students will be having an idea on how to administrate the journalistic institutions and to know the organizational form or shape of these institutions.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)
Continuous use of the new and modern technology like the internet as well as the visits to some newspapers for example OKAZ newspaper.

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

1. Topics to be Covered		
List of Topics	No. of Weeks	Contact hours
Definition of administration and importance of journalistic institutions		3
Reasons for studying journalistic institutions		3
Characteristics of contemporary administration		6
Functions of administration (planning- organization- directing-)		9
Factors of success of the journalistic institutions		6
Possession of newspapers and administration rules		6
Organizational side administration sides		3
Role of editing and advertisement		6
Economic side in the journalistic institutions		3

2. Course components (total contact hours and credits per semester):						
	Lecture	Tutorial	Laboratory/	Practical	Other:	Total

				Studio			
Contact Hours	Planned	45					45
	Actual	45					45
Credit	Planned	3					3
	Actual	3					3

3. Additional private study/learning hours expected for students per week.

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4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge		
1.1	describe the concepts of management , journal institution	Lectures - Collective duties	midterm
1.2	Identify the variables related to the journalism management process	- scientific researches	final
2.0	Cognitive Skills		
2.1	Functions of administration and its applications	Reports based on research on the subject on the Internet	Final
2.2	criticize means of journalism , and management,	- Group discussion - Lectures	Oral and midterm
3.0	Interpersonal Skills & Responsibility		
3.1	Analyze the functions of administration	- Reports based on research on the subject on the Internet	Research in the course
3.2	acquire the skill of teamwork with others in group research	- Group discussion - Lectures - Collective duties	
4.0	Communication, Information Technology, Numerical		
4.1			
4.2			
5.0	Psychomotor		
5.1	nothing		

5.2			
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5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	examinations	Week 3	15
2	Project of suggested planning	Week 6	15
3			
4			
5			
6			
7			
8			

D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

10 office hours and students consultation

E Learning Resources

1. List Required Textbooks

Textbook :

Adminstrating of journalistic institutions by Ibrahim Almeslami

2. List Essential References Materials (Journals, Reports, etc.)

Examples of periodicals

3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

Nothing

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

Programs in administration of institutions

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) Classrooms
2. Technology resources (AV, data show, Smart Board, software, etc.) nothing
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) Preparing the Classrooms with new technologies

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching Making sure of the students marks and checked by another teacher
2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department Visits by a group of students to newspapers in K.S.A. like Okaz , and Alwatan
3. Processes for Improvement of Teaching Depending on projectors and new technologies
4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution) Choosing two students sheets randomly and attaching answersheets
5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement. At present the course is enough for the educational process and we should insert new technologies

Name of Course Instructor: _____ Dr. Roshdi Albadry _____

Signature: _____ Date Specification Completed: 8 – 10 - 2017_

Program Coordinator: _____



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Signature: _____

Date Received: _____