

# BACHELOR OF ARTS IN COMMUNICATION STUDIES

## JOURNALISM OPTION MODULES

### LEVEL 100 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 110	Science and Technology in Our Lives	3
u	ISUC 130	Logic and Critical Thinking	3
c	ISCO 103	Introduction to Communication Studies	3
D	ISLA 105	Introduction to Sociology	3
u <sub>is</sub> D	ISAR 101** <u>OR</u> ISAR 103	Arabic Language I  Intermediate Arabic I	3
		T O T A L	15

**\*\* NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

### LEVEL 100 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 120	Academic Writing in English I	3
u	ISUC 140	Numeracy Skills	3
u	ISUC 160	Psychology for Everyday Living	3
c	ISCS102	Introduction to Computing	3
u <sub>is</sub> D	ISAR 102** <u>OR</u> ISAR 104	Arabic Language II  Intermediate Arabic II	3
		T O T A L	15

**\*\* NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

**LEVEL 200          First Semester**

	<b>COURSE CODE</b>	<b>C O U R S E   T I T L E</b>	<b>CREDIT UNITS</b>
<b>u</b>	<b>ISUC 210</b>	<b>Academic Writing in English II</b>	<b>3</b>
<b>c</b>	<b>ISCO 203</b>	<b>Introduction to Journalism</b>	<b>3</b>
<b>c</b>	<b>ISCO 205</b>	<b>Principles of Advertising</b>	<b>3</b>
<b>c</b>	<b>ISCO 207</b>	<b>Principles of Public Relations</b>	<b>3</b>
<b>u<sub>IS</sub></b>	<b>ISBA 210</b>	<b>Islamic Commerce and Banking</b>	<b>UR</b>
<b>c</b>	<b>ISBA 213</b>	<b>Culture and Development</b>	<b>3</b>
<b>c</b>	<b>ISHR 211</b>	<b>Human Behaviour in Organisations</b>	<b>3</b>
		<b>T O T A L</b>	<b>18</b>

**LEVEL 200          Second Semester**

	<b>COURSE CODE</b>	<b>C O U R S E   T I T L E</b>	<b>CREDIT UNITS</b>
<b>u</b>	<b>ISUC 220</b>	<b>Introduction to African Studies</b>	<b>3</b>
<b>c</b>	<b>ISCO 206</b>	<b>Visual Communication</b>	<b>3</b>
<b>D</b>	<b>ISBA 206</b>	<b>Basic Statistics</b>	<b>2</b>
<b>c</b>	<b>ISBA 212</b>	<b>Business Law</b>	<b>3</b>
<b>D</b>	<b>ISBA 214</b>	<b>Introduction to Economics</b>	<b>3</b>
<b>D</b>	<b>ISCS 208</b>	<b>Introduction to Management Information Systems (MIS)</b>	<b>UR</b>
<b>c</b>	<b>ISHR 212</b>	<b>Introduction to Human Resource Management (HRM)</b>	<b>3</b>
		<b>T O T A L</b>	<b>17</b>

**LEVEL 300          First Semester**

	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT UNITS</b>
c	ISCO 301	Research Methods in Communication Studies	3
c	ISCO 303	News Writing and Reporting (Electronic and Print)	3
c	ISCO 305	Communication Theory	3
c	ISCO 307	Photojournalism	3
c	ISCO 310	Media and Society	3
<b><u>ELECTIVES (Choose ONE)</u></b>			
e	ISCO 309	The Media in Africa	3
e	ISCO 317	Socio-Cultural Reporting	
e		Free Elective	
<b>T O T A L</b>			<b>18</b>

**LEVEL 300          Second Semester**

	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT UNITS</b>
c	ISCO 304	Editing and Page Planning	3
c	ISCO 308	News Agency Reporting	3
c	ISCO 314	The Media in Ghana	3
c	ISCO 320	Audience Survey Research	3
u <sub>is</sub>	ISBA 306	Entrepreneurship and Small-Business Management	3
<b><u>ELECTIVES (Choose ONE)</u></b>			
e	ISCO 306	Writing and Reporting in Local Languages	3
e	ISCO 312	Sports Reporting	
e	ISCO 316	Foreign News Reporting	
D	ISCO 338 <u>AND</u> ISCO 340	Seminar in Communication Studies(1) <u>AND</u> <i>Practicum (Long Vacation Internship: 8 - 10 weeks)(2)</i>	
<b>T O T A L</b>			<b>18</b>

**LEVEL 400      First Semester**

	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT UNITS</b>
c	ISCO 400	Long Essay	-
c	ISCO 401	Communication Law and Ethics	3
c	ISCO 407	International Communication Systems	3
c	ISCO 423	Development Communication	3
c	ISCO 425	Advanced News Reporting	3
<b><u>ELECTIVES (Choose ONE)</u></b>			
e	ISCO 405	Corporate Communication	3
e	ISCO 409	New Media and Communication Technology	
e	ISCO 411	Investigative Journalism	
		<b>TOTAL</b>	<b>15</b>

**LEVEL 400      Second Semester**

	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT UNITS</b>
c	ISCO 400	<i>Long Essay -- Continued</i>	3
	ISCO 402	Media Planning and Strategy	3
c	ISCO 404	Newspaper and Magazine Production	3
D	ISCO 408	Television Broadcast Production	3
c	ISCO 414	New Media Reporting	3
<b><u>ELECTIVES (Choose ONE)</u></b>			
e	ISCO 412	Economic Reporting	3
e	ISCO 416	Political and Human Rights Reporting	
		<b>TOTAL</b>	<b>18</b>