



**ALDAR**  
**UNIVERSITY COLLEGE**  
كلية الدار الجامعية

## PROGRAM SPECIFICATIONS

### BACHELOR OF ARTS IN MASS COMMUNICATION

SCHOOL OF ARTS AND SOCIAL SCIENCES

## **ALDAR UNIVERSITY COLLEGE**

Al Gharoud, Dubai, UAE

P.O. Box 35529

Telephone: +971-42826880

[info@aldar.ac.ae](mailto:info@aldar.ac.ae)

[www.aldar.ac.ae](http://www.aldar.ac.ae)

## Table of Contents

A. Program Information, Planning & Development.....	3
B. Program Accreditation.....	5
C. Program Educational Aims And Learning Outcomes .....	6
D. Degree and Program Completion Requirements .....	9
E. Program Structure .....	10
F. Admission Criteria .....	13
G. Students and Learning Support Services .....	14
H. Program Effectiveness Matrices .....	25
I. Academic Regulations .....	32

## A. Program Information, Planning & Development

### 1. Program Title

<b>Name of School</b>	<b>School of Arts and Social Sciences</b>
<b>Name of Department</b>	<b>Department of Communication</b>
<b>Title of Degree Program</b>	<b>Bachelor of Arts in Mass Communication/ (في الإتصال الجماهيري) بكالوريوس الآداب</b>
<b>Concentration</b>	1. Public Relations

### 2. Program Planning and Development

#### 1. The Policy

The Program Planning is conducted at the School level under the supervision of Vice President Academic Affairs. The exercise is conducted for the purpose of seeking Initial Accreditation of a specific program from MOE-CAA. The proposal is introduced and discussed in the School Council and based on the decision from School Council the proposal is forwarded to the Office of Vice President Academics to seek the approval of starting the Program Planning cycle from College Council.

Once the approval to start the Program Planning Cycle is received from the College Council, the School Council formulates an Ad Hoc “Program Planning Committee” (PPC). The members of the Committee shall be as follows:

- a. Chair of the Department
- b. Two faculty members as per the area of specialization

The PPC shall design the program as per Standards 3 - Section 3.1 and Annexure 9 of CAA Standards 2019. The application of the PPC shall be guided by the “Procedural Manual for Initial Program Accreditation” by CAA.

The application shall be approved by the School Council and sent to the College Council via Vice President Office. The College Council shall approve the proposal and send it for the approval from the Board of Trustees (BOT). The BOT discuss the proposal and can suggest

changes. In case the BOT approves, the proposal is sent to the MOE-CAA for initial Accreditation.

**2. Policy Approver**

- a. College Council

**3. Policy Steward/Owner:**

- a. Vice President for Academic Affairs Email: [vice-president@aldar.ac.ae](mailto:vice-president@aldar.ac.ae)

**4. Publication Location(s):**

- a. Policy and Procedure Manual

**5. Next Review:**

- a. Annual Review

**6. Version History**

Version	Approved By	Approval Date	Effective Date	Sections Modified
1	College Council	1 June 2020	1 June 2020	
2				

## B. Program Accreditation

ALDAR University College located in the Emirates of Dubai, is officially licensed since 2000, by MOE-HEA, of the United Arab Emirates to award degrees/qualifications in higher education.

## C. Program Educational Aims And Learning Outcomes

### 1. BMC Program Goals

#### أهداف البرنامج ومخرجات التعلم

أهداف برنامج كلية الآداب والعلوم الاجتماعية قسم الاتصال الجماهيري:

1. الكفاءة: المعرفة في مجال الاتصال الجماهيري

الهدف الأول: تزويد الطلبة بالمعارف النظرية في الاتصال الجماهيري بما يمكنهم من التفاعل التحليلي والناقد مع قضايا هذا الحقل.

المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على:

مخرج (1.1): إدراك المفاهيم الأساسية في عمليات الاتصال الجماهيري بأشكالها الإعلامية والإعلانية.

مخرج (1.2): مناقشة وتحليل تأثيرات وسائل الاتصال الجماهيري في الأفراد والجماعات.

مخرج (1.3): استيعاب عملية التطور الرقمي لوسائل الإعلام.

2. الكفاءة: مهارات الاتصال

الهدف الثاني: تزويد الطلبة بالمهارات العملية والتطبيقية في حقل الاتصال الجماهيري وفق ارفع المعايير العالمية في هذا المجال.

المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على:

مخرج (2.1): توصيل رسائل اتصالية مقنعة بأشكال شفوية ومكتوبة وسمعية رقمية وتقليدية ورقمية

مخرج (2.2): استخدام تقنيات الاتصال الرقمية في إنتاج وتوزيع المحتوى الإعلامي على جماهير متنوعة

الهدف الثالث: تزويد الطلبة بمهارات إعداد محتوى إعلامي رصين باستخدام أدوات جمع المعلومات وتوظيف أساليب الكتابة المناسبة.

المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على:

مخرج (3.1): تقديم أعمال كتابية متنوعة تقليدية ورقمية في الأخبار والعلاقات العامة الإعلان.

3. الكفاءة: مهارات التحليل والنقد

الهدف الرابع: تزويد الطلبة بمهارات البحث الإعلامي في مجالات تحليل المحتوى ومسوحات الجمهور والبحث الشبكي عن المعلومات

المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على

مخرج (4.1): صياغة مقترحات بحثية نظرية وتطبيقية باستخدام منهجيات رصينة.

مخرج (4.2): تطبيق منهجيات بحثية متنوعة في دراسة المحتوى الإعلامي وخصائص الجمهور.

ثانياً: أهداف البرنامج ومخرجات التعلم في مسار العلاقات العامة

### 2. BMC Program Learning Outcomes

أهداف البرنامج ومخرجات التعلم في مسار العلاقات العامة

الهدف الأول: تزويد الطلبة بمعرفة نظرية في مفاهيم وعمليات العلاقات العامة.

المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على

مخرج (1.1): تعريف العلاقات العامة في سياقات وظيفية ومؤسسية وثقافية متنوعة

مخرج (1.2): إدراك الأسس النظرية للعلاقات العامة

- الهدف الثاني:** تزويد الطلبة بمعرفة نظرية بالجوانب الإدارية للعلاقات العامة باعتبارها إدارة الاتصالات في المنظمة.
- المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على
- مخرج (2.1): وصف عمليات التخطيط في العلاقات العامة.
- مخرج (2.2): فهم أسس وإجراءات إدارة الأنشطة الإعلامية والفعاليات.
- الهدف الثالث:** تزويد الطلبة بمهارات عملية في إنتاج المواد الإعلامية للعلاقات العامة.
- المخرج التعليمي: يجب على الطلبة أن يكونوا قادرين على
- مخرج (3.1): تطبيق المبادئ الفنية في إنتاج مواد مطبوعة وسمعية وبصرية وإلكترونية للعلاقات العامة.
- مخرج (3.2): تصميم وتنفيذ حملات العلاقات العامة باستخدام وسائل متنوعة.

### 3. BMC Program Learning Outcomes and alignment with UAE QF

مواصلة مخرجات التعلم لبرنامج الاتصال الجماهيري مع معايير المؤهلات في دولة الإمارات (المستوى السابع)

الكفاءات التي يتضمنها إطار المؤهلات في دولة الإمارات						
المعرفة	المهارة	المسؤولية	الدور في السياق	التطوير الذاتي	مخرج التعليم	رمز المخرج
<b>برنامج الاتصال الجماهيري</b>						
(5)	(1)	(3)	(1)	(4)	إدراك المفاهيم الأساسية في عمليات الاتصال الجماهيري بأشكالها الإعلامية والإعلانية	م. ت. ا. ج 1.1
(5)	(1)	(3)	(2)	(5)	مناقشة وتحليل تأثيرات وسائل الاتصال الجماهيري في الأفراد والجماعات.	م. ت. ا. ج 1.2
(5)	(3)	(3)	(3)	(3)	استيعاب عملية التطور الرقمي لوسائل الإعلام.	م. ت. ا. ج 1.3
(4)	(3)	(5)	(3)	(3)	توصيل رسائل اتصالية مقنعة بأشكال شفوية ومكتوبة وسمعية ورقمية	م. ت. ا. ج 2.1
(3)	(4)	(2)	(5)	(2)	استخدام تقنيات الاتصال الرقمية في إنتاج وتوزيع المحتوى الإعلامي على جماهير متنوعة	م. ت. ا. ج 2.2
(3)	(3)	(2)	(3)	(5)	تقديم أعمال كتابية متنوعة تقليدية ورقمية في الأخبار والعلاقات العامة الإعلان	م. ت. ا. ج 3.1

(5)	(4)	(3)	(5)	(3)	صياغة مقترحات بحثية نظرية وتطبيقية باستخدام منهجيات رصينة.	م.ت.ا. ج 4.1
(5)	(5)	(3)	(4)	(3)	تطبيق منهجيات بحثية متنوعة في دراسة المحتوى الإعلامي وخصائص الجمهور	م.ت.ا. ج 4.2
مسار العلاقات العامة						
(5)	(4)	(1)	(3)	(4)	تعريف العلاقات العامة في سياقات وظيفية ومؤسسية وثقافية متنوعة.	م.ت.ع. ع 1.1
(4)	(2)	(2)	(1)	(5)	إدراك الأسس النظرية للعلاقات العامة	م.ت.ع. ع 1.2
(5)		(4)	(1)	(1)	وصف عمليات التخطيط في العلاقات العامة.	م.ت.ع. ع 2.1
(3)	(4)		(5)		فهم أسس وإجراءات إدارة الأنشطة الإعلامية والفعاليات	م.ت.ع. ع 2.2
(5)	(3)	(3)	(2)	(3)	تطبيق المبادئ الفنية في إنتاج مواد مطبوعة وسمعية وبصرية وإلكترونية للعلاقات العامة.	م.ت.ع. ع 3.1
(3)	(4)	(4)	(1)	(4)	تصميم وتنفيذ حملات العلاقات العامة باستخدام وسائل متنوعة	م.ت.ع. ع 3.2



## D. Degree and Program Completion Requirements

### Program Completion Duration

ALDAR University College will award degree certificate, attested by MOE-HEA, on successfully completion and fulfilment of following criterion as per the respective degree.

### School of Arts and Social Sciences

#### Department of Communication

#### Degree Program: Bachelor of Arts in Mass Communication/ (الجماهيري الإتصال في) (الأداب بكالوريوس) (Arabic)

Concentration:

##### 1. Public Relations

To qualify for graduation with a degree of “Bachelor of Arts in Mass Communication/ (الجماهيري الإتصال في الأداب بكالوريوس)”, students must complete 129 credit hours of courses with a score of 2.0 CGPA on the scale of 4.0. The minimum duration to complete the degree program is 50 % of the prescribe, regular semesters as per the study plan.

#### Department of General Education

#### General Education Program

The General Education program is offered by the department as per the guidelines of CAA. The courses offered at the general education program are to supplement the Bachelor’s degree programs. The program focusses on providing a broad understanding of humanities, social sciences and Culture. It prepares the student in terms of skill required for undertaking program in technical areas.

#### Foundation Program

The foundation program is offered by the Department of General Education to fulfill the admission criterion for the respective, prescribed the Commission of Academic Accreditation as per Standards 2011. The program offers courses along with English proficiency qualifying test preparation, as per the requirement prescribed in the admission criteria and study plan of the respective degree.

## E. Program Structure

### BMC Program Structure

بعد التعديل	متطلب	
30	متطلبات جامعية	
42	متطلبات معارف متداخلة	
24	إجبارية	متطلبات البرنامج
06	اختيارية	
27	متطلبات التخصص	
129	المجموع	

### متطلبات جامعية (30 ساعة معتمدة)

متطلب سابق	س.م.	اسم المساق	رمز المساق
ساعة) 27متطلبات إجبارية (			
لا يوجد	3	تطبيقات الحاسوب	GED 101
لا يوجد	3	English Writing Skills	GED 102
GED 102	3	Advanced English Writing Skills	GED 103
لا يوجد	3	ثقافة إسلامية	GED 104
لا يوجد	3	دراسات بيئية	GED 105
لا يوجد	3	مجتمع وثقافة الإمارات	GED 107
لا يوجد	3	كتابة احترافية بالعربية	GED 151
لا يوجد	3	تفكير نقدي	GED 109
45 Credit Hours	3	Innovation and Entrepreneurship	GED 110
مساقات اختيارية (3 ساعات)			
لا يوجد	3	الكيمياء في حياتنا	GED 152
لا يوجد	3	علم الفلك	GED 153
لا يوجد	3	مصادر الطاقة	GED 154
	30		المجموع

### متطلبات معارف متداخلة (42 ساعة)

رمز المساق	اسم المساق	س.م.	متطلب سابق
ECO 110	مبادئ الاقتصاد	3	لا يوجد
SOC 115	مدخل إلى علم الاجتماع	3	لا يوجد
MGM 130	مبادئ الإدارة	3	لا يوجد
HIS 223	التاريخ العربي المعاصر	3	GED 107
COM 228	الرأي العام	3	لا يوجد
LIT 229	الادب العربي الحديث	3	GED 109
COM 220	الترجمة الإعلامية	3	GED 102
POL 331	العلاقات الدولية	3	لا يوجد
GEO 333	الجغرافيا السياسية	3	لا يوجد
COM 402	الاعلان وسلوك المستهلك	3	COM 101
COM 401	اللغة العربية والإعلام	3	GED 151
SOC 409	علم النفس الاجتماعي	3	SOC 115
COM 235	تطبيقات إحصائية في الاعلام	3	GED 101
MMD 424	الوسائط المتعددة	3	GED 101
المجموع		42	

### متطلبات البرنامج

رمز المساق	اسم المساق	س.م.	المتطلب السابق
<b>متطلبات إجبارية (24 ساعة)</b>			
COM 100	مدخل إلى العلاقات العامة	3	لا يوجد
COM 101	مدخل إلى الإعلان	3	لا يوجد
COM 102	مدخل إلى الإعلام الرقمي	3	لا يوجد

لا يوجد	3	وسائل الإعلام في دولة الإمارات	COM 215
لا يوجد	3	التصوير الرقمي	COM 230
لا يوجد	3	الاتصال الدولي	COM 320
COM 215	3	قوانين وأخلاقيات الإعلام	COM 410
COM 235	3	مناهج بحوث الإعلام	COM 420
<b>متطلبات اختيارية (6 ساعات)</b>			
COM 100	3	التسويق الاجتماعي	COM 225
COM 100	3	الاتصالات الاستراتيجية	COM 270
COM 320	3	الاتصال عبر الثقافات	COM 330
لا يوجد	3	فن الإقناع	COM 425
COM 320	3	الإعلام العربي	COM 430
	<b>30</b>		<b>المجموع</b>

**متطلبات تخصص العلاقات العامة (27 ساعة معتمدة)**

رمز المساق	اسم المساق	س.م.	المتطلب السابق
PRL 234	الكتابة للعلاقات العامة	2-2	COM 100
PRL 331	إدارة العلاقات العامة	3	COM 100
PRL 335	العلاقات العامة الدولية	3	COM 100
PRL 336	Public Relations Cases	3	PRL 234
PRL 340	Online Public Relations	2-2	PRL 234
PRL 414	الاتصال التنظيمي	3	PRL 331
PRL 424	حملات العلاقات العامة	2-2	PRL 331
PRL 420	تدريب ميداني	3	ساعة 90دراسة
PRL 435	مشروع تخرج	3	الفصل النهائي
	<b>المجموع</b>	<b>27</b>	

Admission Requirements and Conditions	
Name of School	SCHOOL OF ARTS AND SOCIAL SCIENCES
Name of Department	<b>Department of Communication</b>
Title of Degree Program	<b>Bachelor of Arts in Mass Communication/ (في الاتصال الجماهيري) بكالوريوس الآداب</b>
Concentration	1. Public Relations
Condition/ Requirement 1	Hold a UAE High School Certificate with an average score of 70% or its equivalent (Pass)
Condition/ Requirement 2	Qualifying certificate for English Proficiency as per the following or another standardized, internationally recognized test that is approved by the Commission. <ul style="list-style-type: none"> <li>➤ TOEFL – Institutional Testing Program (ITP) with a minimum score of 450,</li> <li>➤ IELTS Test (Academic) with a minimum score of 4.5</li> <li>➤ EmSAT with a score of 950</li> </ul>

### Conditional Admissions

Candidates who do not fulfil the Admission Requirements and Conditions as stated, are admitted on the condition that they will fulfil the required admission requirements and conditions within the stipulated time period, failing which their admission will be cancelled and considered as null and void. Generally, the situations in which the conditional admission is provided are as follows:

1. Deficiency in required documents.
2. Deficiency in English Proficiency certification.

## G. Students and Learning Support Services

### 1. Library Resources and Services

Al-Dar University College library supports the educational mission of the College by providing essential educational support to the College community, through its collection of books, eBooks, databases and, multimedia and internet resources.

#### Library Resources

Resource Type
Books
Journals & Magazines
e-Databases & Association Memberships
CDs/DVDs
Number of Computers

#### Acquisition

The library acquires print materials (books, periodicals, pamphlets, maps, etc.), audiovisuals materials (microforms, audiocassettes, videocassettes, DVD, etc.) and electronic resources. The Library acknowledges the continuous change and evolving process of information technologies and is open to new formats that support the mission of the library / college.

#### Online Public Access Catalog

The library collections are managed through software called Resourcemate. It manages the library acquisitions, cataloging, circulation and public access using the system. After library materials are electronically cataloged using the Online Public Access Catalog (OPAC) database, the bibliographic records are exported to website for use by the library users.

#### Library Services

The library provides the following services to its users:

- Online Public Access Catalogue (OPAC)
- Internet/CD ROM Search Assistance
- Online Resources Services
- Multi-Media Room Facility

- News clipping Service
- Reference/Referral Service
- Current Awareness Service (CAS)
- Selective Dissemination of Information (SDI)
- Query Based Service (QBS)
- Table of Content
- APA formatting

### **Online Library Services**

The Library is equipped with computer terminals with internet access. Students can access online databases subscribed by the library.

### **General Rules of Library**

- Be courteous to others by maintaining low voices.
- Please take care of the materials borrowed.
- Mobile phone, eatables, and drinks are strictly not allowed inside the library premises.

### **Circulation Policy**

The LRC computerized library system allows students to reserve and to borrow learning resources. Each student must present his/her valid staff/student card when borrowing or returning items.

Students can borrow up to two books for a period of two weeks that may be extended for another week.

### **Clearance Certificate/No Dues Certificate**

All those who leave the college must return, replace or pay for all outstanding print and non-print materials that they have not returned to the Library. The Library will issue the clearance certificate to any student only after he/she returns the borrowed materials from the Library.

## **2. Scholarship**

ALDAR University College offers a wide array of scholarships schemes to financially support students in their education. The Scholarship Program consists of the following:

- High School Merit Scholarship
- International Students
- Academic Distinction Scholarship
- Sibling

- Governmental Employee
- School Agreements
- Financial Aid

### General Eligibility Criteria

In order to be eligible for the Scholarship Program, students should:

- Meet Aldar Undergraduate Admissions Criteria.
- Study as a full time basis as per the selected Program Study Plan.

### General Rules and Regulations

- Scholarships are awarded to full-time students.
- Scholarships are only valid for tuition fees.
- All remaining fees must be paid promptly in order to receive and maintain your scholarship.
- Scholarships are open to all the students of any nationality who have met all the admission requirements.
- You can apply for more than one scholarship, provided you meet the eligibility requirements.
- Maximum scholarship can be awarded up to 50%.

### High School Merit Scholarship

High school students with outstanding high school average percentage are eligible for scholarship as per below brackets:

High School Average	Coverage
Greater than or Equal to 98%	75%
Between 95% and 97.99%	40%
Between 90% and 94.99%	20%
Between 85% and 89.99%	15%
Between 80% and 84.99%	10%

Students, in this category, are expected to maintain a CGPA of 3.7 or above by the end of each semester.

#### ○ International Students

International Students enrolled at ALDAR University College. A scholarship of 10% is awarded on a semester basis.



○ **Academic Distinction**

Outstanding students enrolled at ALDAR University College in various academic programs can apply for scholarships if they maintain a CGPA of 3.7 or above. A scholarship of 15% is awarded on a semester basis and subject to maintaining the required CGPA.

It is only offered in Fall and Spring Semesters. Students are not entitled to other discounts and/or scholarships. Students should not receive grade (I) and grades below C during the concerned semester.

○ **Sibling**

Students who have sibling and/or spouse enrolled at ALDAR University College are eligible for 10% waiver of tuition fees. Eligible students, in this category, are entitled to other discount and scholarship schemes, if eligible.

○ **Governmental Employee**

Students employed by local/federal government entities are entitled to a 15% waiver of their tuition fees.

○ **School Agreements**

High school students with outstanding high school average percentages are eligible for scholarship as per school agreements. Students, in this category, are expected to maintain a CGPA as mentioned in the school agreements by the end of each semester.

### **3. Financial Aid**

ALDAR University College offers financial aid to students in financial need. The Financial Aid Program is awarded to eligible students who demonstrate a financial need through relevant supporting documents.

Application forms may be obtained from the Office of Student Services. Selection is made based on need and academic performance. After approval, the College Council will send the list of eligible students to Office of Admission and Registration.

#### **General Eligibility Criteria**

- Student must have English proficiency
- Student must complete 15 credit hours in Al Dar University College.
- Financial Aid is awarded to full-time students.
- Financial Aid is only valid for tuition fees.
- CGPA must be 2.0 or higher for the financial aid to continue.

#### **Supporting Documents**

Students must submit the following documents:

- Completed and signed application form
- Current Rental contract
- Bank statements for the last three months

- Employee certificate and salary statement for each employed family member.
- Copy of Passport and Visa for all working family members
- Certificates of educational tuition fees for each sibling

After approval from the Management, a list of eligible students will be sent to Admission and Registration Office

#### **4. Student Services**

The Office of Student Services manages all student activities and events organized throughout the Academic Year. The Office proposes a wide range of services with the aim to facilitate the integration of students into the College life through organizing extra-curricular activities, study and recreational trips, and sport events.

The Office of Student Services aims to create and maintain a community where each student is able to pursue, through Student Committees, various types and forms of activities in order to enrich their student life. ALDAR provides an encouraging environment to students to have opportunities to pursue activities within the Campus.

Students at ALDAR are encouraged to take an active role in various activities offered by the college. Any enrolled student is eligible to participate in events sponsored by the College.

The mission of the Office of Student Services is to assist students in areas of extracurricular activities and facilitates the integration of student into the College life by:

- organizing and supervising the Orientation Program;
- providing students with personal counselling or refer them to qualified personal counsellors;
- organizing and supporting extra-curricular and recreational activities;
- sponsoring and organizing sports events;
- supporting the Alumni Committee;
- assisting students in all aspects of student life including housing, medical care, residency formalities, whenever possible

At the beginning of each semester, an Orientation Program is organized for all new students. The Orientation Program provides students a smooth and successful start at ALDAR. The Program objective is to familiarize students with the campus life, meet other new students, attend presentations conducted by various Schools and Offices, and interact with faculty and staff members.

The program consists of a series of presentations conducted by various schools and offices.

#### **5. Learning Support Centers**

## Professional Training and Continuing Engagement Department

ALDAR University College offers challenging and exciting educational programs to the local community. These programs are outside the framework of ALDAR University College 's regular academic programs and offer training and development in such areas as International Business Skills, IT skills, soft-skills workshops and foreign languages. Apart from above, this department also offers IELTS preparation as well.

## Study Rooms

There are four rooms available for students' study. The rules and regulations are as follows:

- The study rooms for students have to be reserved in advance. The group that wants to use the rooms for discussion should give their names and the time for use at least one day before the requirement.
- The rooms are for studies and group discussions purpose only.

## 6. Personal Counseling

Personal Counselor offers confidential and culturally appropriate solutions for students, which help them in solving both personal and academic challenges. This counseling can help in boosting the self-awareness, confidence, self-management, interpersonal and life skills.

Students can contact the Office of Student Services for taking appointments with the personal counselor.

## 7. Academic Advising

Academic Advising complements academic instruction and is thus a central to the educational mission of the College. ALDAR recognizes this responsibility by allocating time for indirect instructional activity, which includes student advising, as part of the total faculty instructional workload.

Academic advising is designed to provide necessary tools and information to all students, allowing them to take responsibility for developing educational plans compatible with their goals; meeting institutional and degree requirements; and preparing for a life of change, challenge and individual fulfilment as active citizens.

The primary purposes of academic advising are to help students to select appropriate academic courses and programs, to establish effective mentor relationships, to use support services effectively, and for future planning.

Academic Advising purpose is to:

- Assist newly enrolled students in the selection of the appropriate academic program/ courses/concentrations
- Provide students information and guidance about academic standards, rules and regulations of the College
- Monitor students' academic standing to ensure improvement in their performance
- Address specific course/program related issues
- Assist students in exploring and understanding the possible short- and long-range implications and consequences of their choices

### **Advising procedure**

All students at ALDAR are assigned an Academic Advisor. Advisors maintain regular and reasonable office hours during which they will be available to students seeking academic support.

The advising process depends on the thoughtful participation of the students. Students must:

- meet at least once each semester with their academic advisers, beginning with the first semester
- ensure completing all degree requirements and accept ultimate responsibility for their selection of classes

## **8. Career Services**

The Career Services Coordinator at the College is responsible for providing students with an effective career development program, which includes career information and planning, placement services, and career counseling.

### **Career Counseling**

The Career Services Coordinator provides students and alumni with career counseling to help them in their employment and career plans by:

- providing assistance in writing resume and cover letter, which takes place during the Fall semester by conducting resume writing workshops
- encouraging the students to take personality tests in order to make themselves more aware about their personality traits
- conducting interviews and providing helpful tips via different workshops to make the students understand different ways of handling an interview
- educating the students about different job searching techniques

## Career Placement Services

The Career Services Coordinator will provide students with guidance and support as they develop and pursue their career plans. The role of the Career Services Coordinator is to:

- assist students with their internship requirements by providing internship opportunities
- manage all contractual and educational processes related to internships
- assist students and Alumni in their employment search
- organize career development workshops to assist students in their internship/employment strategies
- update students with the current job vacancies and opportunities, market demand, and annual career fairs

A wide range of career development workshops and services are conducted throughout the academic year including:

- workshops on resume preparation
- workshop on interview techniques and skills
- seminars on career development
- internship postings
- annual Career Fairs
- access to internship and employment databases

## 9. Computer Laboratories

Computer labs and computing facilities are available to all students. The primary purpose of the computing and network resources at the College is to assist students, faculty and administrative staff in their respective goals. Students are expected to make proper use of the facilities, act responsibly and avoid any use of the computing resources that could violate student's code of conduct.

Improper and illegal uses of these facilities include:

- unauthorized downloading of proprietary software;
- transmission through the College computing and network system of illegal material containing pornographic, harassing, violence contents;
- copying of copyright material without the owner's authorization;
- using the computer laboratories for personal and/or non-academic purposes;
- improper behavior putting at risk of disruption the computing and network facilities of the College;

## Laboratory Regulations

- Food and drink shall not be brought into, stored in or consumed in a laboratory.
- Smoking is prohibited in laboratories.
- You must work quietly in laboratory.
- Be tidy and keep the laboratory clean.
- Unauthorized person(s) are not allowed in a laboratory.
- Laboratory session must be attended on time, and students coming late will not be allowed to enter the laboratory.
- Before leaving, users should arrange all equipment on their tables.
- Report all problems to the laboratory supervisor.

## Safety and Security of the Computer Labs

- The IT Department is responsible for the installation of anti-virus shield software on all computers at the Institute. This software must be of the type that updates itself through the vendor web site online on a daily basis.
- The IT Department must carry out regular virus scans on the hard disk(s) of all computers in ALDAR University College (monthly).
- The IT Department must set up all computers to have a password on the CMOS setup in order to prevent students from changing the system configuration.

## 10. Recreational Facilities

ALDAR University College provides dedicated recreational area for students so that they can get together to play games and socialize. The Office of Student Services manages the following facilities.

### Fitness Center

The fitness center is free of charge for the enrolled students. Students can have their own lockers and the Office of Student Services manages the log.

**Fitness Center Timings:** opened from Saturday till Sunday

### Activities Room

The activities room is equipped with a table tennis table, foosball table and carom.

**Activities Room Timings:** Saturday – Thursday, 9 AM – 9 PM.

### Activity area

Student can make use the area in front of the Office of Student Services located at the ground floor for the extracurricular activities like cultural day, in house programs and club meetings.

## **11. Residence Halls**

ALDAR University College facilitates the students coming from abroad in finding hotels or apartments for the duration of two or three weeks.

## **12. Dining Services**

ALDAR University College has a cafeteria on campus for students where food and beverages are served at reasonable prices.

## **13. Health Services**

The clinic is available for all faculty, staff, and students. Services include treatment for minor health emergencies and conditions, dispensing medication for minor health problems, providing individuals with medical referrals, and offering information on health-related issues.

The clinic is open from Sunday to Thursday and on Saturday. Throughout the semester, the clinic conducts a number of educational sessions focused on health awareness.

## **14. Other Services**

### **Prayer Rooms**

ALDAR University College has two prayer rooms. The Prayer rooms for Male and Female are located in the Third Level.

### **Lost and Found**

The Lost and Found is located at the Office of Student Services. Lost and found items are held for a period of three months. After the holding period expires, unclaimed items will be disposed as follows:

- Cash will be deposited into charity accounts
- Student ID cards, passports and official documents will be turned over to the Office of Admission & Registration
- Other items such as personal accessories, valuables, clothes, bags, and books will be donated to charity organizations
- Other items that cannot be donated will be discarded

### **Bookstore**

The Library Bookstore is located in the Fourth floor of the Building. The bookstore sells all required core texts recommended by Faculty members.

### **Photocopy Facilities**

A photocopier and a LaserJet printer are available for student use in the Library. Copyright laws must be respected and adhered to, all the time.

### **Transportation Services**

Transportation services are provided to the students living in Dubai, Sharjah, or Ajman. Students will be picked up and dropped off at designated areas. Students should contact the Office of Student Services at the beginning of each semester.

### **Parking Services**

Ample Parking lots are provided for faculty, staff, students and visitors with three dedicated basement floors.

### **ID Cards**

When a student first registers at the college, the Office of Admission & Registration issues a Student ID card. The card has the student's name, ID, photo, major, and the validation date. Students must carry their IDs with them at all times and have them available upon request.

### **Email ID**

ALDAR University College provides students with a communication channel using Electronic Intelligence Academic Solution (EIAS) Student Portal. Students can exchange emails with their respective faculty members and the Office of Admission & Registration. Students are held responsible by ALDAR University College for information sent via their email accounts.



## H. Program Effectiveness Matrices

### 1. Schedule of Delivery

#### BMC Course Sequence

س.م.	متطلب سابق	اسم المساق	رمز المساق	م		
3	لا يوجد	تطبيقات الحاسوب	GED 101	1	الفصل الأول - خريف	السنة الأولى
3	لا يوجد	English Writing Skills	GED 102	2		
3	لا يوجد	ثقافة إسلامية	GED 104	3		
3	لا يوجد	كتابة احترافية بالعربية	GED 151	4		
3	لا يوجد	دراسات بيئية	GED 105	5		
3	-	متطلب جامعي اختياري	-	6	الفصل الثاني - ربيع	السنة الأولى
3	لا يوجد	مجتمع وثقافة الإمارات	GED 107	7		
3	لا يوجد	مدخل إلى العلاقات العامة	COM 100	8		
3	لا يوجد	مدخل إلى الإعلان	COM 101	9		
3	لا يوجد	مدخل إلى علم الاجتماع	SOC 115	10		
3	لا يوجد	وسائل الإعلام في دولة الإمارات	COM 215	11	الفصل الثالث - خريف	السنة الثانية
3	لا يوجد	الرأي العام	COM 228	12		
3	لا يوجد	مدخل إلى الإعلام الرقمي	COM 102	13		
3	لا يوجد	مبادئ الاقتصاد	ECO 110	14		
3	GED 107	التاريخ العربي الحديث	HIS 223	15		
3	لا يوجد	مبادئ الإدارة	MGM 130	16	الفصل الرابع - ربيع	السنة الثانية
3	لا يوجد	التصوير الرقمي	COM 230	17		
3	GED 102	Advanced English Writing Skills	GED 103	18		
2 - 2	COM 100	الكتابة للعلاقات العامة	PRL 234	19		
3	COM 100	إدارة العلاقات العامة	PRL 331	20		
3	COM 100	العلاقات العامة الدولية	PRL 335	21	الفصل الخامس - خريف	السنة الثانية
3	PRL 234	Public Relations Cases	PRL 336	22		
3	GED 102	الترجمة الإعلامية	COM 220	23		
3	GED 101	تطبيقات إحصائية في الاعلام	COM 235	24		
3	لا يوجد	تفكير نقدي	GED 109	25		
3	لا يوجد	الاتصال الدولي	COM 320	26	الفصل السادس - ربيع	السنة الثانية
2 - 2	PRL 234	Online Public Relations	PRL 340	27		
3	لا يوجد	العلاقات الدولية	POL 331	28		
3	لا يوجد	الجغرافيا السياسية	GEO 333	29		
3	GED 109	الأدب العربي الحديث	LIT 229	30		
3	90 ساعة معتمدة	تدريب ميداني	PRL 430	31	فصل الصيف	السنة الرابعة
3	PRL 331	الاتصال التنظيمي	PRL 414	32	الفصل السابع - خريف	
2 - 2	PRL 331	حملات العلاقات العامة	PRL 424	33		
3	COM 215	قوانين وأخلاقيات الإعلام	COM 410	34		
3	COM 235	مناهج بحوث الإعلام	COM 420	35		

3	-	متطلب البرنامج	-	36	الفصل الثامن - ربيع
3	-	متطلب البرنامج	-	37	
3	COM 101	الاعلان وسلوك المستهلك	COM 402	38	
3	GED 151	اللغة العربية والإعلام	COM 401	39	
3	SOC 115	علم النفس الاجتماعي	SOC 409	40	
3	GED 101	الوسائط المتعددة	MMD 424	41	
3	45 Credit Hours	Innovation and Entrepreneurship	GED 110	42	
3	الفصل النهائي	مشروع تخرج	PRL 435	43	
129	المجموع الكلي للساعات المعتمدة				

## 2. Program Learning Outcomes Mapped to Descriptors of the QF Emirates for the Appropriate Program Level

Mapping of Program Outcomes with Program Goals/Objectives NQF National Qualifications Framework

(NQF) مؤائمة مخرجات التعلم لبرنامج النصال الجماهيري مع دولة المارات

Program Goals								
BMC Program Outcomes		PG1	PG2	PG3	PG4	PG5	PG6	PG7
NQF1	PLO 1	1	1	2	2	3	1	1
	PLO 2	2	1	2	3	2	2	1
	PLO 3	3	2	2	3	1	2	1
NQF2	PLO 4	1	3	2	2	3	1	1
	PLO 5	2	3	1	1	1	2	1
	PLO 6	2	2	3	2	1	2	1
NQF3	PLO 7	3	1	1	2	2	1	1
	PLO 8	3	2	1	2	3	1	1

### Assessment

3=Full Contribution 2=Moderate Contribution 1=Weak or No Contribution

مؤاممة مخرجات التعلّم لبرنامج التصلال الجماعهري مع مؤهالالت دولة المارات (NQF)

(NQF)	إطار المؤهالالت الماراتي				
	المعرنة	المهارات	الفناعات		
			الؤدره والفنائه	ؤؤاده والرباهه	نطؤور الذات
	K1	S1	C1	C2	C3
NQF1	X	X	X		
NQF2	X	X	X	X	X
NQF3	X	X	X	X	X
NQF4	X	X	X	X	X
NQF5	X	X	X	X	X

MATRIX OF PROGRAM COURSES AND QFE LEVEL 9 STRANDS

Program learning Outcomes		(A-K)
م.ت. ا. ج 1.1	إدرالك البفاههم ألساسية ني عملوات التصلال الجماعهري بأشكاله الإلعالمة والالذنية	1,3
م.ت. ا. ج 1.2	مناقشة وتحليل نأثيرات وسائل التصلال الجماعهري ني الأنراد والجماعات.	1,2,3
م.ت. ا. ج 1.3	استبواب عملوة النطور الرؤمي لوسائل الإلعالم.	1,2,3
م.ت. ا. ج 2.1	نوصيل رسائل اتصلالفة مؤنعة بأشكال شفوية ومكتوبة وسمعصرية ؤلؤبذية ورقمبة	3
م.ت. ا. ج 2.2	استخدام ؤؤنات التصلال الرقمبة ني إبناج وتؤزيع المحتوى الإلعالمي على جماعهر متنوعه	2,3
م.ت. ا. ج 3.1	ؤؤبم أعملال كتابية متنوعه ؤلؤبذية ورقمبة ني أألخبار والالذات الالعامه الإلعالن	2,3
م.ت. ا. ج 4.1	صباغة مؤنرعات ببحثة نظرية ونطبؤبؤة باسخدام منهجات رصبؤة.	3
م.ت. ا. ج 4.2	نطبؤق منهجات ببحثة متنوعه ني دراسة المحتوى الإلعالمي وخصائص الجمهور	2

مصفوفة مخرجات التعلم لم متطلبات مسار برنامج الاتصال الجماهيري									
الرمز	عنوان المساق	PLO 1 (1.1)	PLO2. (1.2)	PLO3 (1.3)	PLO4 (2.1)	PLO5 (2.2)	PLO6 (3.1)	PLO7 (4.1)	PLO8 (4.2)
COM100	مدخل إلى العالقات العامة	CLO1	CLO2		CLO3	CLO4			
COM101	مدخل إلى الإعلان		CLO1		CLO2		CLO3		
COM102	مدخل إلى الإعلان الرقمي	CLO1	CLO2		CLO3				
COM215	وسائل الاتصال في الإمارات	CLO1+2	CLO3	CLO4					
COM420	مناهج بحوث العالم		CLO1					CLO2	CLO3
COM320	الاتصال الدولي	CLO1	CLO2			CLO3			CLO4
COM220	النسويق الاجتماعي	CLO1	CLO2+3	CLO4					
COM270	النص الت المرئي	CLO1	CLO2				CLO3		CLO4
COM325	الاتصال عبر الشبكات	CLO1	CLO2		CLO3			CLO4	
COM402	العلن و سبوك المبرتك	CLO1			CLO2			CLO3	
COM230	النسوز الرقمي	CLO1	CLO2						CLO4
COM401	اللغة العربية و العالم	CLO1			CLO2		CLO3		
LIT229	الدب العربي الحديث	CLO1			CLO2		CLO3		
SOC115	مدخل إلى علم الاجتماع	CLO1	CLO2					CLO3	
HIS223	التاريخ العربي الحديث						CLO1	CLO2	CLO3
COM228	الرأي العام	CLO1	CLO2	CLO3				CLO4	
COM235	تطبيقات احصائية في العالم	CLO1					CLO2		CLO3
COM425	فن الشراع	CLO1		CLO2		CLO3	CLO4		
POL331	العالقات الدولية			CLO1				CLO2	CLO3
GEO333	الجغرافيا السواسية	CLO1	CLO2						CLO3
ECO 110	مبادئ الاقتصاد	CLO1	CLO2	CLO3					
SOC409	علم النفس الاجتماعي	CLO1		CLO2					CLO3
MGM130	مبادئ الإدارة	CLO1	CLO3	CLO2					
COM220	الترجمة العربية	CLO1		CLO2			CLO3		CLO4

COM410	قوانين و اخلاقيات العالم	CLO2	CLO3	CLO1				CLO4	
MMD424	لوسائط المتعدده	CLO1	CLO3	CLO2			CLO5	CLO4	
COM430	العالم العربي	CLO1	CLO2+3	CLO4					

مصنونة مخرجات التعلم لمبطلبات مسار العالقات العامة

الرمز	عنوان المساق	PLO 1 (1.1)	PLO2. (1.2)	PLO3 (2.1)	PLO4 (2.2)	PLO5 (3.1)	PLO6 (3.2)
PRL234	الكتابة للعالقات العامة					CLO1	CLO2
PRL340	العالقات العامة عبر الإنترنت	CLO1	CLO2			CLO3	CLO4
PRL414	التصال التنظيمي	CLO1	CLO2		CLO3		
PRL335	العالقات العامة الدولية	CLO1	CLO2		CLO3		CLO4
PRL336	دراسات حالة ني العالقات العامة	CLO1	CLO2			CLO3	CLO4
PRL331	إدارة العالقات العامة	CLO1		CLO2	CLO3		CLO4
PRL424	حملات العالقات العامة	CLO1		CLO2		CLO3	CLO4
PRL 430	تدريب ميداني	CLO1	CLO2		CLO3		CLO4
PRL435	مشروع تخرج عالقات عامة			CLO1+2		CLO3	

#### 4. Teaching and Learning Methods

The Teaching and Learning Methods (TLM), at ADUC are employed as per the requirement of the course. Some of the commonly used methodologies are mentioned here, however each course syllabus mention specific details of the TLM implemented in the specific course. Some of the TLMs are mentioned as follows:

- a. Lecture Sessions: (Presentations by faculty, Explanations, Class Discussions, Debate Sessions etc)
- b. Student Presentations:
- c. Group Discussions:
- d. Physical Lab Sessions:
- e. Virtual Lab Sessions:
- f. Tutorials:
- g. Library Sessions: (Assigning students activities which requires library usage)
- h. Case Study Discussions:
- i. Simulation Exercises:

The Faculty Teaching Peer Review (FTPR) System ensures that the faculty members are monitored and evaluated for their teaching performance and a formal feedback is provided to them.

#### 5. Assessment Methods

- a. Quizzes
- b. Projects
- c. In Class Case Studies
- d. Take Home Case Studies
- e. Individual Presentations
- f. Group Presentations
- g. Written Assignments
- h. Individual Assignments
- i. Group Assignments
- j. Class Contributions
- k. Lab activities
- l. Midterm Exams

- m. Final Projects
- n. Internships
- o. Final Exams

## I. Academic Regulations

### 1. Program Grading System

Grade	Points	Marks	Description
<b>A</b>	<b>4.0</b>	<b>90 – 100</b>	<b>Outstanding</b>
<b>B+</b>	<b>3.5</b>	<b>85 – 89</b>	<b>Excellent</b>
<b>B</b>	<b>3.0</b>	<b>80 – 84</b>	<b>Very Good</b>
<b>C+</b>	<b>2.5</b>	<b>75 – 79</b>	<b>Good</b>
<b>C</b>	<b>2.0</b>	<b>70 – 74</b>	<b>Average</b>
<b>D+</b>	<b>1.5</b>	<b>65 – 69</b>	<b>Poor</b>
<b>D</b>	<b>1.0</b>	<b>60 – 64</b>	<b>Very Poor</b>
<b>F</b>	<b>0</b>	<b>&lt; 60</b>	<b>Fail</b>
<b>I</b>	-	-	<b>Incomplete</b>
<b>R</b>	-	-	<b>Repeat</b>
<b>W</b>	-	-	<b>Withdrawal</b>
<b>FA</b>			<b>Failure for absence</b>

### Grade Qualifications

<b>A</b>	Demonstrates a high Level of performance and outstanding mastery of the domain area
<b>B+</b>	Demonstrates excellent mastery of subject matter and overall commendable performance and achievement
<b>B</b>	Very good mastery of subject matter and excellent knowledge and understanding
<b>C+</b>	Good mastery of subject matter and fairly good knowledge and understanding
<b>C</b>	Average performance and achievement
<b>D+</b>	Inadequate level of achievement overall. Average to poor level of knowledge and understanding of the subject matter
<b>D</b>	Limited knowledge and understanding of the subject matter
<b>F</b>	Spare knowledge and understanding of the subject matter and standard of performance well below the level required for a Bachelor Degree Program
<b>I</b>	Incomplete Grade. Must be completed within One (1) Semester, otherwise will be replaced by an F Grade.
<b>R</b>	Repeat Course
<b>W</b>	Withdrawal
<b>FA</b>	Failure due to absence



## Grade Point Average

The student's Grade Point Average (GPA) is the sum of products of grade points and credit hours of each course and then dividing the result by the total number of credit hours of the semester.

$$GPA = \frac{\sum_{per\ course} (Grade\ Point \times Credit\ Hours)}{Total\ Number\ of\ Registered\ Credit\ Hours\ in\ Current\ Semester}$$

Courses with letter grades of TC (Transferred Credit) and I (Incomplete) are excluded from the GPA calculation.

## Cumulative Grade Point Average

The Student's Cumulative Grade Point Average (CGPA) is the sum of products of grade points and credit hours of each course registered in current and previous semesters and then dividing the results by the grand total number of credit hours.

$$CGPA = \frac{\sum_{per\ course} (Grade\ Point \times Credit\ Hours)}{Total\ Number\ of\ Registered\ Credit\ Hours\ in\ all\ Semesters}$$

The CGPA is used to determine the student academic standing and progress in all semesters.

## Scaling System

The numerical performance (CGPA) needs to be also translated qualitatively in terms of students' performance. The grade descriptors will help define the students' overall level of skills and provides more comprehensive information to both academic and corporate.

CGPA	Description
<b>3.60 – 4.00</b>	Excellent
<b>3.00 – 3.59</b>	Very Good
<b>2.50 – 2.99</b>	Good
<b>2.00 – 2.49</b>	Satisfactory
<b>Less than 2.00</b>	Un Satisfactory

## 2. Academic Progress

### Good Academic Standing

In order to be considered in Good Academic Standing students must achieve a minimum CGPA of 2.00 at the end of each Semester.

## Academic Probation

Students with a CGPA of less than 2.00 by the end of the second academic semester will be placed on probation. The probation cannot exceed three consecutive semesters and the concerned students must revert to good Academic standing within the set period. Failure to achieve a CGPA of 2.00 will lead to Academic dismissal.

Students with a CGPA less than 2.00 cannot register in courses without their advisors' approval.

- A student whose CGP is less than 2.00 by the second semester of the academic year will receive a first academic warning. Students on first academic warning can only register in 4 courses.
- Student who fails to raise their CGPA to 2.00 after the first warning shall be given a second academic warning and placed on academic probation for the next semester. Students on academic probation can only register in 3 courses. All courses being repeated courses.

If a student fails to raise his/her CGPA to 2.00 at the end of the prescribed period of the probation, he/she will be dismissed form the program

## Incomplete (Grade I)

Grade I is allocated to students who fail to complete the final assessment of a course, namely; final examination or final research-based assessment. Unless an official excuse submitted by the student and accepted by the concerned faculty member, the final assessment must be completed and marked during or before the period of add/drop of the following semester as determined by the College, otherwise a grade F (Fail) will be awarded for the relevant course. The Grade I will exceptionally be extended for one semester for internship or any course assessed by a graduation project only, if an official excuse submitted by the student and accepted by the concerned faculty member during the last week of the relevant semester and/or before the final examination period.

Student must provide a legitimate reason for absence within three working days (3 days) and pay the make-up exam fees 50% of the course tuition fees upon dean's approval.

## Repeat Course

If a student has failed in a course, it is advisable to repeat it in the following semester. Students are at liberty to repeat the completed courses for the sake of improving their CGPA. They can repeat up to two times, but credit hours will be counted only once in the total credit hours required for graduation.

In all repeated course cases, the highest grade is considered for CGPA calculation.

## **Attendance Policy**

Students are expected to attend all classes and be punctual.

Throughout the Program, regular attendance and participation in classroom activities are compulsory. The Instructor will monitor attendance at the beginning of each session. Students absent from class without prior approval of the Department Chair will be issued a first Warning after 10% of absenteeism and a second Warning at 20%.

Absenteeism of 25% in any course will result in failure due to absence (FA) and a grade of zero will be assigned.

A student with a legitimate and valid reason for missing a class can request his absence not to be counted. Such absence should be reported with supporting documents in the student file.

Students unable to attend classes for a certain period for medical or any other “force majeure” reasons have to produce proper supporting documents and submit a written leave of absence to the concerned Department Chair/Dean for approval.

## **Dean’s List**

At the end of each Academic Year, a Dean’s List of academically outstanding students is issued by the Registrar’s office. The Dean’s list consists of the top 10% of the best performing students.

To be on the Dean’s List, students have to be in good Academic standing with a CGPA of at least 3.7 with no I grade and no grade below C during the Semester. In addition, students with a minimum of 12 Credit hours are eligible to the Dean’s List. Dean’s list designation applies to only Fall and Spring Semesters academic records.

## **3. Opportunities for Appeal By Students**

### **Grade Appeal**

A student has the right to appeal a course grade that he believes was not satisfactory. Disputes over final course grades may reflect disagreements that have arisen as the result of a late-semester project or the final exam. Students’ grade may only be changed by the instructor during the semester or by the recommendation of the Grade Appeal committee for the final exam grade.

Both students and faculty have rights and responsibilities in the grading process:

1. Faculty members have the responsibility to provide students with syllabi that clearly outlines the basis on which students will be assessed and graded
2. Faculty members have the responsibility to provide their students with timely feedback on their performance on quiz, case studies, projects, Mid-term and other assignments during the semester.
3. Students who wish to appeal are responsible for clearly demonstrating that the final grade they received is contrary to procedures as specified in the syllabus, or was biased or based computational error.

Faculty members and students should communicate regularly and openly about all grading issues. A student who is dissatisfied with an instructor's grading decision during a semester should discuss the issue with the instructor and attempt to resolve the matter informally. A student who believes that a grading issue has not been satisfactorily resolved should speak with the instructor's department chair about the matter. The department chair should work with both the student and the instructor to address the issue. The decision of the department chair regarding issues on course work grades are final.

### **Procedure**

Students can only file for a course grade appeal at the end of the semester as per the following procedure:

- Course Grade appeal can be lodged within a maximum period of 3 days from the time of the official release of the grades;
- An official Grade appeal form with proper reasons and relevant documentations and justification must be duly filled up and submitted to the Office of Admissions & Registration;
- The Department Chair will convene a Grade Appeal Committee Chaired by him\her and consisting of two faculty members to review the grade appeal;
- The Grade Appeal Committee will re-examine final exam papers and grade distribution assuming that the student has seen his\her total assessments before the final exam and will take a decision to maintain or modify the grade(s);
- The Grade Appeal Committee might request additional materials/documents from the instructor and/or student.
- All parties concerned, including the student and course instructor, will be notified of the final decision taken by the Grade Appeal Committee.
- The decision of the Grade Appeal Committee is final and the concerned students can no further dispute it;

Minutes will be taken during the deliberations of the Grade Appeal Committee.

