

Undergraduate pathways

Media & Journalism

Journalism & Media

Mass Communications

Media & Publishing



(Guardian University League Table 2017)

Stage 1: University Foundation

Media & Journalism

Intakes

September and January

Duration

Two semesters

Modules

One semester

- Interactive Learning Skills and Communication (ILSC)
- Principles of ICT
- Business Studies
- Introduction to Mass Communications

Two semesters

Semester one

- Interactive Learning Skills and Communication (ILSC)
- Principles of ICT
- Globalisation
- Business Management

Semester two

- Business Studies
- Introduction to Mass Communications
- Introduction to Accounting
- Introduction to Economics

Progression rule to Stage 2

Minimum 50% pass mark in all modules except ILSC which is 60% with minimum 85% attendance required across all modules.

Stage 2: First Year Degree

Journalism & Media

Mass Communications

Media & Publishing

Intake

September

Duration

Two semesters

Modules

HIC provides subject specialist skill progression classes during integrated First Year Degree.

Students need to pass all modules to progress. All students study a collection of modules, totalling 120 credits.

More information about the University's degree modules can be found on their website: www.herts.ac.uk/apply/schools-of-study/schools/humanities.

Progression rule to Stage 3

Minimum 40% pass mark in all modules with minimum 85% attendance required.

Stage 3: Second & Final Year Degree

BA (Hons) Journalism & Media

BA (Hons) Mass Communications

BA (Hons) Media & Publishing

Intake

September

Duration

Two semesters

Modules

More information about the University's degree modules can be found on their website: www.herts.ac.uk/apply/schools-of-study/schools/humanities.

Employment & career options

Potential careers in advertising, desktop publishing, film production, journalism, public relations, television production and web design, with previous graduates having been employed by Christian Dior, Jaeger and Which Magazine.



Foundation in Business/Mass Communications (One or Two Semesters)

Business & Management

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	BUS107	Principles of ICT	15	50	60	40
4	BUS106	Business Studies	15	50	50	50
4	MAC101	Introduction to Mass Communication	15	50	-	100
1 Semester Undergraduate Stage 2 : Business			60 credit points			
Semester 2:						
4	BUS114	Introduction to Accounting	15	50	60	40
4	BUS112	Globalisation	15	50	50	50
4	BUS113	Introduction to Economics	15	50	60	40
4	BUS115	Business Management	15	50	60	40
2 Semester Undergraduate Stage 2 : Business			120 credit points			

Journalism & Media

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	BUS107	Principles of ICT	15	50	60	40
4	BUS106	Business Studies	15	50	50	50
4	MAC101	Introduction to Mass Communication	15	50	-	100
1 Semester Undergraduate Stage 2 : Business			60 credit points			
Semester 2:						
4	BUS114	Introduction to Accounting	15	50	60	40
4	BUS112	Globalisation	15	50	50	50
4	BUS113	Introduction to Economics	15	50	60	40
4	BUS115	Business Management	15	50	60	40
2 Semester Undergraduate Stage 2 : Business			120 credit points			

Interactive Learning Skills & Communications (ILS001)

The aims of this module are to develop a range of academic and communicative skills necessary for successful study in Higher Education; to develop independent learning and encourage students to take responsibility for their personal, academic and professional development; and to develop the knowledge and ability to use a range of digital technologies.

Assessment: 30% examination and 70% coursework

Principles of ICT (BUS107)

This Principles of ICT module attempts to deliver an accurate snapshot of the state of ICT as it exists currently, as well as to equip the student with a useful set of skills in the use of common productivity software and Internet based applications. The module introduces candidates to the interesting challenges that ICT presents today and covers many anchor points that may serve as a bridge to their interests and lifestyles. These bridges include the technology in their mobile telephones, computing equipment, home appliances, motor vehicles, shopping, movies and entertainment software.

Assessment: 60% examination and 40% coursework

Business Studies (BUS106)

This module has been designed to present some of the fundamental aspects of business and the business evaluation process to students seeking to progress to one of the prescribed undergraduate degree programmes at the University of Hertfordshire. They also seek to provide students with an appreciation of the knowledge and skills needed to run a business.

Assessment: 50% examination and 50% coursework

Introduction to Mass Communications (MAC101)

The Mass Communications module is a clear and concise introduction to the communication and manipulation of signs, symbols and language in the modern world. It is through an understanding of these processes that students are able to recognise the ways in which institutions, such as the media, are able to construct “realities” or versions of the world for large groups of people at once. Beginning with a look at some broad definitions and concepts, students are immediately asked to recognise and analyse some of the forms of mass communication that they may have come across in the past and begin to explore new culture-specific forms in Britain.

Assessment: 100% coursework

Introduction to Accounting (BUS114)

The aims of this module are to introduce students to basic accounting and finance; and accounting definitions, calculations and costings.

Assessment: 60% examination and 40% coursework

Globalisation (BUS112)

The aims of this module are to introduce students to the fundamental aspects of Globalization; explore how the concept of Globalisation has evolved; the contexts to which it refers and is used; as well as the economic, political, technological and social forces inclusive of their associated situations, beliefs and historical aspects of local and/or regional phenomena that become global in nature. The module will also describe economic globalization, such as the integration of national economies into the international economy via the mechanisms of trade, investment, capital flow, immigration and migration as well as changes in engineering and technology.

Assessment: 50% examination and 50% coursework

Introduction to Economics (BUS113)

The aims of this module are to introduce students to the concepts of microeconomics and the concepts of macroeconomics.

Assessment: 60% examination and 40% coursework

Business Management (BUS115)

The aims of this module are to introduce students to the concepts of management and the management process; and the basic fundamentals of organisational management and how motivational concepts are applied in the workplace.

Assessment: 60% examination and 40% coursework