هيئة جودة التعليم والتدريب
Education & Training Quality Authority
KINGDOM OF BAHRAIN مـمـلـكـة الـبـحـريـن

Directorate of Higher Education Reviews Programme Review Summary

University of Bahrain
College of Arts
M.A. in Media & Communication
Kingdom of Bahrain

Site Visit Date: 9-11 October 2023

HA103-C3-R103

I. Introduction

In keeping with its mandate, the Education & Training Quality Authority (BQA), through the Directorate of Higher Education Reviews (DHR), carries out two types of reviews that are complementary. These are: Institutional Reviews, where the whole institution is assessed; and the Academic Programme Reviews (APRs), where the quality of teaching, learning and academic standards are assessed in academic programmes within various colleges according to specific standards and indicators as reflected in its Framework.

Following the revision of the APR Framework at the end of Cycle 1 in accordance with the BQA procedure, the revised APR Framework (Cycle 2) was endorsed as per the Council of Ministers' Resolution No.17 of 2019. Thereof, in the academic year (2019-2020), the DHR commenced its second cycle of programme reviews.

The Cycle 2 APR Review Framework is based on four main Standards and 21 Indicators, which forms the basis of the APR Reports of the Higher Education Institutions (HEIs).

The **four** standards that are used to determine whether or not a programme meets international standards are as follows:

Standard 1: **The Learning Programme**

Standard 2: **Efficiency of the Programme**

Standard 3: **Academic Standards of Students and Graduates**

Standard 4: **Effectiveness of Quality Management and Assurance**

The Review Panel (hereinafter referred to as 'the Panel') decides whether each indicator, within a standard, is 'addressed', 'partially addressed' or 'not addressed'. From these judgements on the indicators, the Panel additionally determines whether each of the four standards is 'Satisfied' or 'Not Satisfied', thus leading to the Programme's overall judgement, as shown in Table 1 below.

Table 1: Criteria for Judgements

Criteria	Judgement
All four Standards are satisfied	Confidence
Two or three Standards are satisfied, including Standard 1	Limited Confidence
One or no Standard is satisfied	No Confidence
All cases where **Standard 1** is not satisfied	

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The APR Review Report begins with providing the profile of the Programme under review, followed by a brief outline of the judgement received for each indicator, standard, and the overall judgement.

The main section of the report is an analysis of the status of the programme, at the time of its actual review, in relation to the review standards, indicators and their underlying expectations.

The report ends with a Conclusion and a list of Appreciations and Recommendations.

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II. The Programme's Profile

Institution Name*	University of Bahrain
College/ Department*	College of Arts
Programme/ Qualification Title*	M.A. in Media & Communication
Qualification Approval Number	-
NQF Level	-
Validity Period on NQF	-
Number of Units*	9
NQF Credit	-
Programme Aims*	1. Provide graduates with theoretical frameworks and intellectual models that explain the relationship between culture, technology, and communication, with focusing on the experiences of media and communication professionals in the Kingdom of Bahrain. 2. Enable graduates to hold leadership positions in the field of media and communication, and contribute to improving the performance of media institutions in the public and private sectors. 3. Qualify the graduate in the field of scientific research and its ethics, with the aim of producing research and studies that assist media and communication institutions and society in decision-making.
Programme Intended Learning Outcomes*	1. The student should address media and communication issues, analyze their challenges, and question them using the latest theories and trends in various fields such as (strategic communication, international communication, radio and television, journalism, and digital media). 2. Design scientific research in the field of media and communication creatively and innovatively, utilizing both traditional and modern research approaches and media theories,

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	to satisfy the knowledge needs of society and its various institutions, as well as facilitate decision-making.
	3. Evaluate communication plans and strategies in media, economic, social and cultural institutions on an advanced scientific and professional basis.
	4. Apply critical thinking skills in evaluating major issues and rapid changes in the field of media and communication based on scientific principles.
	5. Apply ethical principles of scientific and media research in his academic and professional performance, and maintain academic integrity standards.
	6. Communicate effectively and professionally in different contexts, through presentations and research.

* Mandatory fields

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III. Judgement Summary

The Programme's Judgement: Confidence

Standard/ Indicator	Title	Judgement
Standard 1	**The Learning Programme**	**Satisfied**
Indicator 1.1	The Academic Planning Framework	Addressed
Indicator 1.2	Graduate Attributes & Intended Learning Outcomes	Addressed
Indicator 1.3	The Curriculum Content	Partially Addressed
Indicator 1.4	Teaching and Learning	Addressed
Indicator 1.5	Assessment Arrangements	Addressed
Standard 2	**Efficiency of the Programme**	**Satisfied**
Indicator 2.1	Admitted Students	Addressed
Indicator 2.2	Academic Staff	Addressed
Indicator 2.3	Physical and Material Resources	Partially Addressed
Indicator 2.4	Management Information Systems	Addressed
Indicator 2.5	Student Support	Addressed
Standard 3	**Academic Standards of Students and Graduates**	**Satisfied**
Indicator 3.1	Efficiency of the Assessment	Addressed
Indicator 3.2	Academic Integrity	Partially Addressed
Indicator 3.3	Internal and External Moderation of Assessment	Partially Addressed
Indicator 3.4	Work-based Learning	Not Applicable
Indicator 3.5	Capstone Project or Thesis/Dissertation	Addressed

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	Component	
Indicator 3.6	Achievements of the Graduates	Addressed
Standard 4	**Effectiveness of Quality Management and Assurance**	**Satisfied**
Indicator 4.1	Quality Assurance Management	Addressed
Indicator 4.2	Programme Management and Leadership	Addressed
Indicator 4.3	Annual and Periodic Review of the Programme	Partially Addressed
Indicator 4.4	Benchmarking and Surveys	Partially Addressed
Indicator 4.5	Relevance to Labour Market and Societal Needs	Addressed

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IV. Conclusion

Taking into account the institution's own self-evaluation report, the evidence gathered from the interviews and documentation made available during the virtual site visit, the Panel draws the following conclusion in accordance with the DHR/BQA *Academic Programme Reviews (Cycle 2) Handbook, 2020*:

There is "Confidence" in the M.A. in Media & Communication of College of Arts offered by the University of Bahrain.

In coming to its conclusion regarding the four Standards, the Panel notes, *with appreciation*, the following:

1. There is an academic framework regarding the rules for the preparation, implementation, and discussion of master's theses; which ensures that the required learning outcomes are met.

2. The role played by the programme's advisory committee, in providing feedback on new trends and developments in the field of media and communications, which are used in developing and mapping the programme to the needs of the labor market.

In terms of improvement, the Panel recommends that the University of Bahrain should:

1. Standardize the programme's title used in certificates, student academic records, and the website.

2. Develop a range of elective courses for students to choose based on their preferences.

3. Determine appropriate prerequisites for courses and clearly outline all requirements in the study plan, including prerequisites for the master's thesis registration and the number of credits that student should pass before registering the thesis.

4. Clearly define the delivery language in the study plan, and how to use Arabic and English in bilingual courses.

5. Review textbooks and references used in all courses, and ensure that those needing updates are updated.

6. Establish a formal mechanism for the periodic maintenance of resources and facilities, and assess the effectiveness of this maintenance and stakeholder satisfaction.

7. Produce an annual technical report on the status of laboratories, focusing on the equipment's modernity and software needed for teaching courses in the Department of Media, Tourism, and Arts. Include details on maintenance, replacement, renovation operations, and future development plans.

8. It should take necessary actions to reduce the percentage of allowed similarity in research work in courses or theses, monitor and document cases where similar text contains unattributed copies of references used, and take disciplinary action according to university policy.

9. Review the procedures followed in the post-internal moderation to ensure that they contribute to improving the courses, ensuring the consistent implementation of assessments, and fairness of grading, as per the relevant academic and professional standards.

10. Implement external moderation for assessments in all courses of the programme formally, clearly, and specifically.

11. Analyze the factors behind low student interest in the programme, as well as address issues leading some students to not complete the programme within the expected timeframe, and take the required remedial actions.

12. Follow up on the initial destinations of graduates in a better way, to accurately identify statistics about them and ensure that academic standards are being met.

13. Provide all documentation of policies, regulations, and procedures in both Arabic and English.

14. Review the policies and procedures for the periodic review of academic programmes to ensure compliance with best practices in such reviews.

15. Review the benchmarking policy to ensure its compatibility with best practices in similar universities, and establish clear regulations for benchmarking processes at the college and academic department levels.

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