

**Teaching and Examination Regulations**

**International Bachelor  
in Communication and Media (IBCoM)**

**2019-2020**

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## SECTION 1 – GENERAL PROVISIONS

### Article 1.1 – Applicability of the regulations

These regulations are applicable to the curriculum and examinations of the International Bachelor degree programme in Communication and Media (IBCoM), hereinafter referred to as the “degree programme” and include the programme specific rights and obligations of students following the programme in the academic year 2018-2019. The general university Student’s Charter stipulates the rights and obligations applicable to all students of the Erasmus University.

The degree programme is offered by the Erasmus School of History, Culture and Communication (ESHCC) at Erasmus University Rotterdam, referred to here as: “the School”.

The bachelor programme is subject to the provisions set out in the Higher Education and Research Act (WHW).

The degree programme’s online study guide, the [website](#) that sets out the teaching plan for the degree programme, and the course guides of individual courses are an integral part of these regulations as regards the specifics of courses and exams.

### Article 1.2 – Definitions

In these regulations, the following definitions apply:

<i>Academic year</i>	the academic year runs from 1 September to the following 31 August (inclusive).
<i>Admissions Committee</i>	a committee mandated by the Examination Board which assesses whether a prospective student can be admitted to the degree programme and which selects the most suitable students for the programme
<i>The Act</i>	The Higher Education and Research Act; WHW (Statute book 1992, 593); later revised.
<i>Bachelor’s examination</i>	the total assessment of the performance of the student for separate examination parts of the degree programme, as referred to in Art. 7.10 of the Act. The aforesaid examination parts together constitute an investigation into the knowledge, insight and skills of the student.
<i>Course</i>	one (examination) component of the degree programme as referred to in section 7.3 of the Act, which is awarded credits;
<i>Course guide</i>	a written (electronic) document containing information about the objectives, working method and structure of a course, the assessment method, the mandatory literature and the lecturer’s office hours.
<i>Credit</i>	a unit expressed in EC, whereby one credit is equal to 28 hours of study (according to the European Credit Transfer System).
<i>Degree programme</i>	the International Bachelor in Communication and Media as referred to in Art. 1, which is concluded when all the requirements for the bachelor degree have been fulfilled.
<i>Director of Education</i>	the person who is responsible for the general administration of the degree programmes of the School.
<i>Dublin Descriptor</i>	general descriptions for the final level of bachelor and master programmes in higher education.
<i>Elective Exam</i>	an elective course taken in a secondary field of study. assessment as referred to in Section 7.10 of the Act, i.e. a written, oral, digital or other investigation including a practical or a combination of these, into the understanding, knowledge and skills of the student and the assessment of the results of that investigation.
<i>Examination Board</i>	A board appointed by the Dean of the School and as referred to in Art. 7.12 of the Act, for the purpose of guaranteeing that all requirements for a degree are met before graduation. See <a href="#">contact</a> details here.

<i>Examiner</i>	the lecturer on staff at the School, or an external lecturer assigned to the task by the Examination Board, who is authorised to administer exams and/or tests.
<i>External course</i>	a course taken outside the School in a different programme at Erasmus University Rotterdam or at a different university in the Netherlands or abroad.
<i>Final paper</i>	a summative assessment in the form of a paper/essay.
<i>GPA</i>	Grade Point Average.
<i>Intermediate test or interim exam</i>	a test or exam taken during the lecturing term of a course, the assessment of which is taken into consideration for establishing the result for the course.
<i>Major</i>	coherent programme of education worth 85-105 credits within the bachelor phase, focusing on a primary field of study.
<i>Minor</i>	coherent programme of education worth 15 credits within the bachelor phase, focusing on a secondary field of study.
<i>Practical</i>	a practical exercise as referred to in Art. 7.13 of the Act, in one of the following forms: <ul style="list-style-type: none"><li>○ writing a paper, report, essay or thesis.</li><li>○ taking part in a tutorial, research workshop, communication workshop, or seminar.</li><li>○ carrying out an assignment.</li><li>○ giving an oral presentation.</li><li>○ taking an internship.</li><li>○ participating in a study visit.</li><li>○ taking part in another study activity aimed at the attainment of certain skills.</li></ul>
<i>Programme Director</i>	the person charged with managing and supervising the degree programme.
<i>Resit</i>	the possibility to improve the grade of a test or exam.
<i>Rules &amp; Guidelines</i>	the rules, guidelines and regulations of the Examination Board, as referred to in Art. 7.12 paragraph 4 of the law.
<i>Secondary field of study</i>	field in which the student is working on a minor. Secondary fields of study are: culture studies, law, criminology, sociology, philosophy, history, psychology, economics, business administration and public administration.
<i>Student</i>	a person enrolled at the university for the purpose of following the degree programme and/or sitting the programme's examinations and having his/her academic record reviewed in accordance with section 7.34 of the Act;
<i>Study guide</i>	document containing important information about the framework, the contents, the services offered and the regulations of a specific programme.
<i>Website</i>	<a href="http://www.eshcc.eur.nl/english/ibcom">www.eshcc.eur.nl/english/ibcom</a> .

Any remaining terms are understood as they are referred to in the Act.

### **Article 1.3 – Evaluation of education**

1. The Director of Education will ensure the evaluation of education.
2. The Director of Education will inform the Faculty Council and Programme Committee of the method and frequency with which curriculum components are to be evaluated.
3. The Director of Education will inform the Faculty Council and Programme Committee of the outcomes of the evaluation, the amendments made as a result of this and the effect of the actual amendments.
4. The Programme Committee will advise the Director of Education on the methods of evaluation and curriculum assessment, and will initiate or suggest possible improvements in the evaluation of education.
5. The Programme Committee has the right of consent with regards to the evaluation of education.

## SECTION 2 – ADMISSION AND SELECTION PROCEDURE

### Article 2.1 – Entry requirements

The degree programme stipulates a number of entry requirements for prospective students and is only open to students who are offered placement in the programme. Applicants are eligible for the first year of the degree programme – i.e. can take part in the selection procedure (see below) – if they have one of the diplomas mentioned below and are proficient in English (cf. Art. 2.3):

- a) Dutch VWO diploma: all four profiles are eligible.
- b) A diploma from the first year of a four year HBO-programme, provided the applicants meet the criteria stipulated on the IBCoM website.
- c) A diploma from the first year at a Dutch university.
- d) An international Baccalaureate (IB) diploma, including Math Standard or Math Higher.
- e) A European Baccalaureate (EB) diploma, including Mathematics (3 hrs).
- f) Other secondary or high school diploma that equals the Dutch VWO diploma.

### Article 2.2 – Additional requirements

With reference to Article 7.57e of the Dutch Higher Education and Research Act, a selective admission procedure is in place for the degree programme. To sustain the programme's educational key concept 'international classroom' applicants need to:

- a) Provide extensive information on their international profile (nationality, country of birth, residence and education, living abroad (or not) and international dimensions in the school career (type of secondary school and type of international activities in the school career).
- b) Provide a solid motivation (for wanting to study communication and media, for applying for the IBCoM programme, for choosing the Erasmus University and for international career aspirations) by answering ten questions listed on the programme's website.
- c) Send a legalized end-of-year report from their final or penultimate secondary school year.
- d) Applicants should apply for the degree programme in Studielink before the applicable deadline published on the prospective students' website.
- e) Applicants should submit their application with the IBCoM Office through the EUR Application Portal before the applicable deadline published on the prospective students' website.
- f) Applying for admission to the degree programme is limited to a maximum of two times.

### Article 2.3 – Alternative requirements for English language proficiency

1. Non-native speakers of English are required to demonstrate proof of proficiency in English through any of the following:
  - a) TOEFL (Test of English as a Foreign Language offered at the Language an Training Centre or any other Dutch university) with a minimum overall score of 580 in the paper test, 237 in the computer-based test or 92 in the internet based test.
  - b) IELTS (International English Language Testing System) with a minimum score of 7.0 overall.
  - c) Cambridge C1 Advanced (former CAE): minimum grade C/180;
  - d) Cambridge C2 Proficiency (former CPE): minimum grade C/180;
2. English tests must be less than two years old at the time of application.
3. Candidates do not need to provide further evidence of English proficiency if they:
  - a) hold a VWO-grade of 7 or higher in English (end-of-year report VWO-5 or final exam VWO-6)
  - b) hold an International Baccalaureate diploma including English Standard Level (A) or English Higher Level (A or B)
  - c) hold an European Baccalaureate diploma including English as 1st or 2nd language;

- d) have obtained at least 2,5 years of English language secondary education in Australia, Canada, New Zealand, the United States of America, the United Kingdom, or Ireland.

#### **Article 2.4 – Alternative requirements for deficiencies in Mathematics**

1. Deficiencies in the previous education with regard to the subject Mathematics are eliminated by taking one of the following standardized tests:
2. SAT Maths level 1 with a minimum score of 540;
3. ACT with a minimum score is 22.

#### **Article 2.5 – Entrance exam**

1. In the entrance exam as referred to in Art. 7.29 of the Act, hereinafter referred to as the colloquium doctum, the candidate must be at least 21 and demonstrate sufficient general education, knowledge and suitability for following an educational programme and sitting exams in the International Bachelor programme in Communication and Media.
2. The colloquium doctum assesses:
  - a) Proficiency in English; candidates have to meet the requirements stated in Art. 2.3.
  - b) Knowledge of mathematics; candidates have to meet the VWO-final examination standards for the subject mathematics.
  - c) Knowledge of history; candidates have to meet the VWO-final examination standards for the subject history.
3. The final assessment is expressed as 'accepted' or 'not accepted'. It is possible to resit the entrance exam. The candidate will be notified of the results within four weeks after sitting for the entrance exam.
4. The entrance exam is a written exam administered at least twice a year on dates specified for each year.
5. The Examination Board is authorised to grant exemption from one or more of the exam components referred to in paragraph 2.
6. The results of the colloquium doctum are valid for two years.

#### **Article 2.6 – Selection procedure**

1. Candidates who have submitted an application (that meets the requirements listed in Art. 2.2) are ranked on the basis of said requirements.
2. An Admissions Committee mandated by the Examination Board conducts the selection procedure according to the regulations set within the Dutch Higher Education and Research Act and the Teaching and Examination Regulations.
3. The Admissions Committee consists of two to three staff members and decides unanimously.
4. The Admissions Committee announces the outcome of the selection procedure no later than April 15 each year.
5. Candidates who have not yet obtained their diploma will receive a conditional offer. The offer will be withdrawn if said candidate does not obtain a diploma before the deadline specific to that same diploma.
6. Decisions of the Admissions Committee are open to appeal at the Examinations Appeals Board of Erasmus University within 30 days after the decision has been sent to the applicant.

### **SECTION 3 – CONTENT AND STRUCTURE OF THE PROGRAMME**

#### **Article 3.1 – Intended learning outcomes of the degree programme**

The degree programme aims to equip students with the knowledge, skills and attitudes to work effectively and ethically within a broad range of contemporary communications environments, and to undertake further study and research in the field of communication and related disciplines.



The intended learning outcomes of the degree programme, as described below, specify the required knowledge, understanding and competences of graduates of the degree programme.

*I. Knowledge and comprehension (Dublin Descriptor 1): Graduates will have knowledge and understanding of:*

- the main theoretical traditions, approaches, perspectives and debates within the social scientific study of communication and media.
- the implications of using an international, comparative perspective for theory and research in the field of communication and media.
- (major theoretical perspectives to) media systems, media industries, media technologies media processes, and media influences in international, comparative perspective.
- (major theoretical perspectives to) social, political, cultural, and economic functions and impacts of communication in international, comparative perspective.
- (major theoretical perspectives to) new forms of mediated communication and associated processes of internationalization, globalization and digitalization.
- (major theoretical perspectives to) the role of (new forms of) mediated communication in the functioning and performance of organizations in the fields of (international and global) business, politics, and media and entertainment.
- (major theoretical perspectives to) the role of cultural factors in communication processes.
- the main (comparative) research designs, research methods, and research techniques in the social scientific study of communication and media.
- current theories, approaches and issues within two specialized areas of communication and media and one or more other fields of study.

*II. Implementing knowledge and comprehension (Dublin Descriptor 2): Graduates will be able to:*

- analyse, reflect on, and formulate (the international dimensions of) current issues and problems in the field of communication and media, drawing on relevant academic and professional sources and creatively applying current theoretical concepts, insights, methodologies and research techniques.
- evaluate and contribute to (the development of) strategies, policies, actions, or research addressing current communication- and media-related problems and international and intercultural aspects thereof.
- conduct a small scale, internationally oriented, research project within a specialised area of communication and media, drawing on a well-defined framework provided by a staff member, reporting on the complete research cycle, including ethical considerations.

*III. Judgement (DublinDescriptor 3): Graduates will be able to:*

- find, interpret, and creatively use relevant scholarly and professional sources in the field of communication and media to contextualize, define, analyse, and reflect on communication and media-related issues and problems from an international and intercultural perspective.
- apply (comparative) research methods and techniques that are common within the social-scientific study of communication and media to collect, store, retrieve and analyse data with special attention to cross-national and cross-cultural comparison.
- develop considered, critical views and opinions on media and communication related issues, that are sustained by relevant and reliable information and that demonstrate awareness of social and ethical concerns and responsibilities as well as international and cultural variations therein.

*IV. Communication Skills (Dublin Descriptor 4): Graduates will be able to:*

- present their ideas and findings in scientifically substantiated manner, both orally and in writing.
- communicate their viewpoints and findings to different target groups, using established and emerging media.
- collaborate and communicate effectively with people who have diverse (national, cultural, disciplinary) backgrounds.

*V. Learning Ability (Dublin Descriptor 5): Graduates will be able/inclined to:*

- reflect on their own learning and competences and identify their personal learning needs and interests.

- function within international and culturally diverse professional and educational settings and look across the borders of their own field of study, home countries and cultures.

#### **Article 3.2 – Full-time / part-time**

Within the scope of the Act, this degree programme is only offered full-time.

#### **Article 3.3 – Language of instruction and assessment**

All courses and exams are offered in English.

All papers and assignments are written and presented in English.

#### **Article 3.4 – Participation in educational activities**

Students are supposed to participate in every educational activity that the degree programme offers irrespective of whether the activities are compulsory or not. This concerns not only lectures and study visits but also the completion of course evaluations. Which activities are mandatory to pass each course is specified in the course guide.

#### **Article 3.5 – Study load and duration**

The degree programme is a three-year programme with a study load of 180 credits. Each course year has a study load of (approximately) 60 credits.

#### **Article 3.6 – Structure and completion of the degree programme**

1. The degree programme consists of the first bachelor year: Bachelor 1 (BA-1, cf. Section 4) and the second and third bachelor year: Bachelor 2/3 (BA-2/3, cf. Section 5).
2. Students who complete the programme will earn a Bachelor degree.

#### **Article 3.7 – Continuing on to a master degree programme**

A student who has successfully completed the bachelor degree is eligible to apply to a master degree programme in the field of media and communication as well as a variety of master degree programmes in other fields. Specifics are available at the degree programme's web pages.

### **SECTION 4 – BACHELOR 1 (Year 1 of the degree programme)**

#### **Article 4.1 – Curriculum in Bachelor 1**

The first bachelor year counts 60 credits and comprises the following core courses, with the study load in credits (see also Appendix 1):

##### **I. Theoretical Core Courses:**

- *Introduction to Human Communication* (5 credits)
- *Media Industries and Audiences* (5 credits)
- *Key Concepts in the Social Sciences* (5 credits)
- *Communication Technologies and Their Impacts* (5 credits)
- *Media Systems in Comparative Perspective* (5 credits)
- *Communication as a Social Force* (5 credits)
- *Intercultural Communication* (5 credits)
- *Communication and Organizations* (5 credits)

##### **II. Methodological Courses**

- *Introduction to Social Science Research* (5 credits)
- *Introduction to Statistical Analysis* (5 credits)
- *Research Workshop 1: Cross-national Comparative Communication Research* (5 credits)

##### **III. Practice Oriented Courses**

- *Communication Workshop 1: Academic Skills* (5 credits)

#### **Article 4.2 – Practicals in Bachelor 1**

All courses referred to in Art. 4.1 include “practicals” (cf. Art 1.2) in the form of compulsory classes (tutorials, practicals, workshops, and seminars) in which students meet under supervision of a lecturer to discuss course materials, coursework and work on in class assignments.

1. What the practicals entail and how much time they take is set out in the educational programme provided on the degree programmes webpages and in the course guide that is provided for each course.
2. Attendance of and active participation in these practicals is mandatory. This means that a student can only complete a course, as referred to in paragraph 1 of this article, after the student has met the attendance and participation requirements of the relevant practicals.
3. If a student will miss a tutorial, this must be reported to the lecturer prior to the tutorial.
4. A student who misses one meeting still meets the attendance requirements when he/she has participated in all other tutorials of that course.
5. A student who misses a tutorial for the second time receives an additional assignment from the lecturer. This additional assignment is an individual assignment and enables the student to fulfil the attendance and participation requirements. The lecturer informs the student by email that a third absence leads to disqualification for the course. The student advisor receives a copy of that email.
6. The additional assignment must be handed in (digitally) before the deadline stated by the lecturer, and will be graded on a Pass/Fail basis. A student who does not submit this extra assignment will not receive a grade for the course (and thus, fail).
7. A student who has not met the attendance requirements is not entitled to receive a final grade for the course during the corresponding academic year.
8. If a student misses more than two tutorials, he or she will be referred to the student advisor.

#### **Article 4.3 – Requirements for completing Bachelor 1**

1. The credits of the courses listed in Art. 4.1 are awarded when the student passes a course. In the course guide of each course it is described what requirements a student should meet to obtain a passing mark for the course.
2. Attendance of the practicals referred to in Art. 4.2 are mandatory as is active participation in these practicals. A student can only complete a course referred to in Art. 4.1 after he or she has met the attendance and participation requirements of the relevant practicals.
3. Bachelor 1 is completed when all the courses referred to in Art. 4.1 have been successfully completed with a mark of at least 5.5 or ‘Pass’, after application of the compensation rule stipulated in Art. 9.2.

### **SECTION 5 – BACHELOR 2/3 (Year 2 and 3 of the degree programme)**

#### **Article 5.1 – Structure of Bachelor 2/3**

The second and third years of the degree programme comprise 120 credits and consist of the following components (see also Appendix 1):

- a) major (90 credits).
- b) elective courses and minor (30 credits).
- c) optional: exchange period.

#### **Article 5.2 – Curriculum of the major**

The major, as referred to in Art. 5.1a, is worth 90 credits and comprises the following core courses, with the study load in credits:

##### I. Theoretical Core Courses:

- *International and Global Communication* (5 credits)

##### II. Methodological Courses:

- *Quantitative Methods in Media and Communication* (5 credits)
- *Qualitative Methods in Media and Communication* (5 credits)

III. Specialization Courses (cf. Art 5.3):

- 4 seminars and 1 research workshop within two “focus areas” (total of 25 credits) and one additional ‘free’ specialization course (5 credits)

IV. Practice Oriented Courses:

- *Communication Workshop 2: New Media Production* (5 credits)
- *Communication Workshop 3: Communication Management* (5 credits)
- *Communication Workshop 4: Communication and Media Labour Market Orientation* (3 credits)
- *Communication Workshop 5: Communication Ethics* (5 credits)

V. Internship (12 credits), cf. Art. 5.4

VI. Bachelor Thesis Project:

- *Bachelor Thesis Class* (5 credits)
- Bachelor Thesis (10 credits), cf. Art. 5.5.

**Article 5.3 – Specialization courses and focus areas in Bachelor 2/3**

1. In BA-2/3, every student is expected to choose two focus areas (referred to as focus area A and B) from the following list:
  - 1) Media & Entertainment
  - 2) International & Global Communication
  - 3) New Media Technologies
  - 4) Communication & Business
  - 5) Communication & Politics
  - 6) Communication, Culture & Society
2. Students are required to take at least:
  - 2 seminars (2x5 credits) in focus area A
  - 2 seminars (2x5 credits) in focus area B
  - 1 research workshop (5 credits) *or* their Bachelor Thesis in either focus area A or B
3. Students are required to take one additional specialisation course (5 credits). This course may be part of focus area A or B but could also be a course within another focus area.

**Article 5.4 – Internship**

1. Pursuant to Art. 5.2V, every student is required to do an internship. The internship is worth 12 credits and must be in the field of media and communication.
2. It is not permitted to do an internship as a minor.
3. A student cannot take part in the internship until he/she has passed all BA-1 courses and has completed at least 28 credits of the BA-2/3 curriculum, including one specialization course and the mandatory courses of the major listed in Art. 5.2 that take place in term 1 and term 2 of BA-2. This includes *CM2008 Communication and Media Labour Market Orientation*.
4. Internships may only start from 1 April onwards and after approval from the Internship Coordinator.
5. In principle, the internship takes place during the fourth term of the second year of the degree programme, but students can request to do their internship during the summer holiday.
6. An approved internship should be concluded within one academic calendar year.
7. The internship will be graded on a Pass/Fail basis.

**Article 5.5 – Bachelor Thesis Class and Bachelor Thesis**

1. Every student takes a *Bachelor Thesis Class* in the second half of the third year. The Bachelor Thesis is written in the context of that seminar.
2. The student preferably writes his or her Bachelor Thesis in one of the focus areas that he or she has chosen (cf. Art. 5.3), but this is not mandatory.
3. The Bachelor Thesis is an individual project by a student.
4. The supervision, submission and assessment of the *Bachelor Thesis Class* and Bachelor Thesis is subject to the guidelines, procedures, timetables and criteria as stipulated in the course guide for the *Bachelor Thesis Class* and Bachelor Thesis and on the degree programme’s website.

#### Article 5.6 – Elective courses and minors

1. All students are expected to take elective courses in one or several other fields of study offered at Erasmus University.
2. In their second and their third year, students are required to take elective courses (total of 15 credits) in one or more secondary study areas offered at Erasmus University, including Business Administration, Arts and Culture Studies, History, Philosophy, Economics, Public Administration, Sociology, and Law.
3. A language course offered by a recognized institution can be included as an elective for a maximum of 5 credits. At EUR the 5 credits will only be awarded when two courses of the same language are passed. Students can request language elective credits when they are in BA-2 or BA-3 for a course that they have completed in the current academic year. The language elective will be awarded with a Pass or Fail.
4. Students who do not spend a study period abroad in the first term of their third year are required to take a 15 credits minor within another study area. Students must choose their 15-credit minor from the minors offered in the minor admission matrix in the spring of the previous academic year (see <http://www.eur.nl/english/minor>), which are among the permitted minors for the degree programme according to that matrix.
5. The School offers one minor in Communication and Media to external students: Media, Culture and Society. This minor is not open to IBCoM-students. All other ESHCC minors are open to IBCoM students.

#### Article 5.7 – International exchange

Students may choose to spend a study period at a foreign university.

1. Students can only go on an exchange in term 1 and 2 of their third year.
2. Students can only go on exchange when they are on track (cf. art. 5.7.5 a and b). Students who have a study delay cannot go on exchange, unless personal circumstances have been acknowledged.
3. Students have to present a motivated coursework overview for their study abroad period which has to be approved by the Examination Board before they leave.
4. Students who choose to spend a full semester abroad are required to:
  - a) take at least 10 credits in communication and media courses at the host university, at least 5 credits of which fit within their chosen focus areas (cf. 5.3) .
  - b) take a total of 30 credits worth of courses at their foreign host institution. Students who have already obtained more than 60 credits within their BA-2/3 programme at the end of their second year may obtain permission to take less than 30 credits at their foreign host university.
  - c) It is not allowed to take BA-1-level courses at the foreign host institution.
5. The following minimum requirements for an exchange apply.

At the time of application and selection for an exchange:

  - a) Students should have completed all the BA-1 courses, and all courses of BA-2, term 1 (total of 75 credits);
  - b) students' average grade for the courses in BA-1 + BA-2 (Term 1) should be at least 6.5.

At the time of departure for an exchange:

  - a) students should have completed all their BA-1 courses, and at least 48 credits of their BA-2/3 courses, including all mandatory BA-2 courses<sup>1</sup> and three specialization courses (cf. Art 5.3).
  - b) students are required to submit proof of their proficiency in the language of the foreign host institution (at B2 level or higher).
6. Available places at each partner university will be limited: Selection will be based on performance, motivation as well as students' completed application package.
7. Grades obtained abroad will be converted to a Pass/Fail on the students' grades list.

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<sup>1</sup> This includes the following courses: CM2001 International and Global Communication; CM2005 Quantitative Methods of Media and Communication; CM2006 Qualitative Methods of Media and Communication; CM2010 Communication Management; CM2008 Communication and Media Labor Market Orientation; CM2011 New Media Production.

### **Article 5.8 – Honours Programme**

The IBCoM Honours Programme (IBCoM HP) is an extra challenge for excellent students.

1. The IBCoM HP will be offered in term 1, 2 and 3 of the second year and consists of 15 credits. The programme comprises plenary meetings, field trips, and assignments on the media and communication dimensions of current social issues.
2. Students will be invited to apply for admission to the IBCoM HP depending on their performance in BA-1: Only students who have obtained 60 credits without compensation and who have a GPA of a 7.5 or higher will be invited to submit their proposal for the IBCoM HP. A maximum of 18 students will be admitted to the IBCoM HP.
3. Selection will be based on academic performance, a personal pitch, a theme proposal and motivation.
4. Students who successfully complete the IBCoM HP will receive a certificate.

### **Article 5.9 – Practicals and lectures in Bachelor 2/3**

All courses referred to in Art. 5.2 include “practicals” (cf. Art 1.2) in the form of compulsory classes (tutorials, practicals, workshops, and seminars) in which students meet under supervision of a lecturer to discuss course materials, coursework and work on in-class assignments.

1. What the practicals entail and how much time they take is set out in the educational programme provided on the degree programmes webpages and the course guide that is provided for each course.
2. Attendance of and active participation in these practicals is mandatory. This means that a student can only complete a course, as referred to in paragraph 1 of this article, after the student has met the attendance and participation requirements of the relevant practicals.
3. If a student will miss a meeting, this must be reported to the lecturer prior to the meeting.
4. A student who misses one meeting still meets the attendance requirements when he/she has participated in all other meetings for that course.
5. A student who misses a meeting for the second time, receives an additional assignment from the lecturer. This additional assignment is an individual assignment and enables the student to fulfil the attendance and participation requirements.
6. The additional assignment must be handed in (digitally) before the deadline stated by the lecturer, and will be graded on a Pass/Fail basis. A student who does not submit this extra assignment will not receive a grade for the course (and thus, fail).
7. A student who has not met the attendance requirements is not entitled to receive a final grade for the course during the corresponding academic year.
8. For some BA 2/3 courses, attendance of lectures is also mandatory. This will be announced before the start of the academic year in the online course description in SIN-Online
9. The meetings of the *Bachelor Thesis Class* and Bachelor Thesis are mandatory and the attendance of term 3 and 4 is combined. So students cannot miss three meetings in the complete Bachelor Thesis trajectory, in accordance to paragraphs 3-8. If a student is abroad during term 3, the supervisor will facilitate an alternative meeting to attend.

## **SECTION 6 – ASSESSMENT**

### **Article 6.1 – General**

1. During the degree programme the student will be assessed on academic development to determine whether the student has sufficiently achieved the intended learning outcomes.
2. The course guide specifies the performance the student must meet in order to successfully complete each course as well as the criteria on which the student will be assessed.
3. In the Rules & Guidelines of the Examination Board the procedures concerning assessment are described.

### **Article 6.2 – Content of exams**

1. An exam covers the material covered in the corresponding course in the current academic year.

2. The examiner or the Examination Board can make individual arrangements for courses that have been discontinued; such arrangements may be made up to a maximum of 1 year after the academic year in which the course was taught for the last time.

#### **Article 6.3 – Sequence of exams and progress through the degree programme**

1. The student is personally responsible for accurate and timely registration for the exams he or she needs to sit. When the student registers for an ESHCC course on OSIRIS he/she is automatically registered for the final exam. For resit exams the student will have to register on OSIRIS separately between 35 and 7 days before the exam date.  
For elective courses, students will need to complete the steps for registration as stipulated on the website.
2. If the Examination Board provides the ability to register for a test outside of the regular period registration period, an administration fee with a maximum of €20.00 per exam will be charged.
3. Students should have completed all exams of Bachelor 1 before they are allowed to sit for exams in the BA-2/3 programme, or doing an internship.
4. The Examination Board will allow a student to sit one or more exams in BA-2/3 before completing Bachelor 1 if the following conditions have been met:
  - a) the student has received a postponement of the Binding Study Advice due to personal circumstances (PC), as described in Art. 11.4.
  - b) the permission to sit exams does not include the internship or the *Bachelor Thesis Class*.
  - c) for courses which have admission restrictions, students who have completed Bachelor 1 will have priority over students who have not completed Bachelor 1 when they sign up.
  - d) such permission by the Examination Board shall be valid for a period of no more than twelve months.
5. A student cannot take part in the exams for the courses from BA-2/3 referred to below until he/she has passed the exams of the courses below:
  - a) a student cannot take part in exams or the internship in BA-2/3 until Bachelor 1 is completed, subject to the provisions in the 3<sup>rd</sup> paragraph of this article.
  - b) in order to be admitted to Research Workshop 2, students should have completed at least one of the second year methods courses (*Quantitative or Qualitative Methods in Media and Communication*) and at least one seminar in the focus area concerned.
  - c) a student cannot take part in the minor until he/she is a BA-3 student.
  - d) a student cannot take part in the internship until he/she has passed all BA-1 courses and has completed at least 28 credits of the BA-2/3 curriculum, including one specialization course and the mandatory courses of the major listed in Art. 5.2 take place in term 1 and term 2 of BA-2. This includes *CM2008 Communication and Media Labour Market Orientation*.
  - e) students may not take the *Bachelor Thesis Class* before he/she has passed and has completed at least 50 credits of the BA-2/3 curriculum, including at least two focus area seminars and the research workshop (cf. Art 5.3) and the mandatory courses of the major listed in part I, II and IV of Art 5.2. with the exception of the courses that are scheduled in BA-3 (*Communication Ethics*).
  - f) students should have completed the *Bachelor Thesis Class* before they can submit their Bachelor Thesis.

#### **Article 6.4 – Time periods and frequency of exams**

1. Students are offered two opportunities per academic year to sit for an exam and thus obtain a result for a course: that is to say a regular exam at the end of the course term and a resit exam. The following clauses apply:
2. The number of resit exams that a student is allowed to take is limited:
  - a) Within the BA-1 programme students are allowed to take a resit for a maximum of three courses. This rule only applies to written examinations.
  - b) Within the BA-2/3 programme students are allowed to take resits for a maximum of three courses per academic year. This rule only applies to written examinations and to courses offered by the ESHCC.

3. A student may resit a written examination for which he/she has already obtained a passing grade, the highest mark achieved will then count. This is only possible within the academic year in which the course was completed. A resit of a written examination may thus be graded with a maximum grade of 10.
4. An exam in the form of a final assignment or paper that comprises the largest part of the course assessment, for which a student receives a fail (5.4 or lower) is eligible for a resit. The student will be given 15 working days to submit his or her revised work, counted from the moment when the student receives the grade and feedback on the first version. A resit paper may be graded with a maximum grade of 6.0.
5. An exam in the form of a final assignment or paper with a passing grade (5.5 or higher) is not eligible for a resit.
6. Papers/theses that are submitted late will not be marked and will not get a resit opportunity.
7. For the resit of the Bachelor Thesis, students can obtain a maximum grade of 6.0.
8. Notwithstanding the previous paragraphs, intermediate tests and assignments are offered only once a year and have no resits.
9. The aforementioned clauses determine that students may not retake and resit passed courses in subsequent academic years.
10. The submission and assessment of the Bachelor Thesis is subject to the timetables, guidelines and procedures stipulated in the course guide for the Bachelor Thesis and on the degree programme's website.

#### **Article 6.5 – Administration of exams**

1. The exams for the courses referred to in Art. 4.1, 5.2 and 5.6 are administered in a written format or in some other way. Assessment takes place according to the method described in the course guide and website. This generally involves a combination of assessment methods.
2. In exceptional cases and at the student's request, the Examination Board may allow an exam to be administered in a different format than described in the course guide and website.
3. At the lecturer's request, the Examination Board may decide an exam to be administered in a different format or at a different time than described in the course guide and in the online study guide. The students involved will be notified of said adjustment no later than five weeks before the exam in question by Canvas and/or SIN and/or email.
4. The School is responsible for the proper administration of exams and will take the appropriate measures. The Examination Board can delegate this power to the most appropriate authority or person.

#### **Article 6.6 – Oral exams**

1. Oral exams are always taken individually and take place at the end of the course, when the class meetings have finished.
2. Oral exams are public unless the student objects.
3. An oral exam assessed by one examiner only, will be audio recorded. The Examination Board will archive the audio file for two years after the assessment.
4. Oral presentations are *not* considered oral exams but practical exercises that take place during the class meetings of the course and that can be part of the assessment of the course (c.f. Definitions, below practical).

### **SECTION 7 – EXAM RESULTS**

#### **Article 7.1 – Establishing, publishing and recording results of exams**

1. The examiner will assign a mark immediately following an oral exam and present the student with written proof of the mark (results sheet).



2. The examiner will mark a written exam within 15 working days after the day on which the exam is administered, and will record the grade in OSIRIS, the university student administration system. In exceptional cases, the Examination Board may allow deviations from this time period.
3. The examiner will mark a practical within 15 working days after the end date of the course, or, if applicable, within 15 working days after it has been submitted, and will record the grade in OSIRIS. In exceptional cases, the Examination Board may allow deviations from this time period.
4. The examiner will establish the results of interim exams as soon as possible but ultimately before the written exam for that course.
5. The Examination Board checks whether the terms referred to in the previous paragraphs are maintained.
6. The department of Student Administration Office that handles exams for the Erasmus School of History, Culture and Communication is responsible for recording the exam and for issuing the diploma.

#### **Article 7.2 – Grading**

All exams are graded either on a scale from 0 to 10 points (with 0 being the lowest possible result, a 5.5 or higher a passing grade, and 10 as the highest possible grade), or on a Pass/Fail basis. Numerical grades may have one decimal.

#### **Article 7.3 – Validity**

1. The validity period of passed examination components - including components taken elsewhere that are approved as part of the examination programme - and granted exemptions is unlimited. The Examination Board can restrict the validity period following the Programme Director's proposal if, in its opinion, the knowledge, insight and skills assessed by the exam component in question are obsolete.
2. Regarding an examination component of which the validity period has expired, the Examination Board can indicate a replacement examination component or require a student to take an additional or replacement examination before allowing the student to sit the examination.
3. If an examination component is tested using more than one test, the validity period of the interim tests for which no study points are awarded is restricted to one academic year unless otherwise determined pursuant to these regulations.

#### **Article 7.4 – Right of inspection**

1. For a period of 20 working days following publication of the mark for a written or digital test, the student will upon request be given the opportunity to inspect his/her work and discuss the results with the examiner if he/she so desires.
2. During the period specified in the first paragraph, any student can be informed of the questions and assignments of the exam in question, as well as the standards against which the assessment was conducted.
3. The Examination Board or the examiner can decide that the inspection of the exam and assessment standards or the discussion of the results must take place at a set time and place. If the person in question can demonstrate that forces beyond his/her control will keep or kept him/her from being present at the set time and place, he/she will be offered an alternative opportunity, within the period referred to in paragraph 1 if possible.
4. The Examination Board may accept deviations from the provisions in the first, second and third sections.

### **SECTION 8 – EXEMPTIONS**

#### **Article 8.1 – Exemptions from exams**

1. At the student's request and after having consulted the examiner in question if necessary, the Examination Board can grant a student exemption from an exam for one or more courses that are part of the requirements for the bachelor degree, as referred to in Art. 5.2 through 5.6.

2. Exemption will be granted if the student has achieved a passing mark on an exam that is a comparable component of a degree programme offered at a research university in terms of contents, level and credits, or if the student has acquired professional knowledge or experience in that subject outside the higher education system.
3. No exemptions are granted for courses in Bachelor 1, for practicals, for the *Bachelor Thesis Class* and for the Bachelor Thesis.
4. Requests for exemption must be submitted to the Examination Board (via OSIRIS Student) at least eight weeks before the start of the relevant course.

## SECTION 9 – BACHELOR'S EXAMINATION

### Article 9.1 – Bachelor's examination

1. The Examination Board shall determine the results of the bachelor's examination and shall award a degree certificate as referred to in Art. 9.5 once the student has met the requirements of the examination programme.
2. Prior to determining the results of the bachelor's examination, the Examination Board may examine the knowledge of the student with regard to one or more sections or aspects of the degree programme, if and insofar as the results of the relevant tests give grounds to do so.
3. The examination date is determined as the day on which the Board determines that the student has successfully completed the final examination.
4. A condition of passing the bachelor's examination and the issue of the certificate is that the student was registered for the degree programme in the period in which the exams were taken.

### Article 9.2 – Compensation

1. In Bachelor 1 as well as in Bachelor 2/3, a course with a failing grade (of at least 5.0) may be compensated for with a course with a grade of 7.0 or higher. The following clauses apply:
  - a) Within the overall BA-1 programme a maximum of two fives may be compensated for.
  - b) Within the overall BA-2/3 programme a maximum of two fives may be compensated for.
  - c) A fail (minimum 5.0) ought to be compensated for with (a) course(s) with a grade of 7.0 or higher that represent(s) at least the same amount of study credits (EC) as the failed course.
2. A fail for the *Bachelor Thesis Class*, the Bachelor Thesis, courses during an exchange period or the internship cannot be compensated for, nor can these items be used to compensate with for other courses. Electives taught at ESHCC can be compensated for, external Electives cannot.
3. The compensation will only be allowed once the student has met all other requirements of the phase of study except the courses that qualify for compensation.

### Article 9.3 – *Judicium cum laude*

The *judicium 'cum laude'* is conferred to the bachelor's examination if the weighted grade average of all the results achieved in the degree programme is 8.25 or higher.

1. The weighted average grade for the bachelor programme is based on the results for all courses for which a final grade is established and the grade for the Bachelor Thesis.
2. All results are weighted according to their assigned credits.
3. Courses and course elements which are assessed on a Pass/Fail basis do not count towards the weighted average.
4. Both the internship and grades obtained abroad will be converted to a Pass/Fail on the students' grades lists and do not count towards the weighted average (cf. art. 5.4.6 and art. 5.7.7)

### Article 9.4 – Degree

1. Students who satisfy the requirements of the academic achievement assessment for the degree programme will be conferred the title 'Bachelor of Science in International Bachelor programme in Communication and Media' (BSc).
2. The academic title thus conferred will be specified on the bachelor diploma.

#### **Article 9.5 – Bachelor degree certificate**

1. The Examination Board shall confer a certificate as proof that the bachelor's examination has been successfully completed. One certificate per degree programme shall be conferred, even if the student completes more specialisations within a degree programme.
2. The Examination Board shall include a list of grades and the Diploma Supplement with this certificate, to provide insight into the nature and content of the degree programme completed.
3. If an honours programme, as referred to in Art. 5.8, is successfully completed, a separate certificate stating this shall be conferred.

### **SECTION 10 – STUDY PROGRESS AND STUDENT COUNSELLING**

#### **Article 10.1 – Study progress**

1. A student can download a study progress overview via Osiris student. If a certified copy is required, it can be requested from the Study Progress and Certification (SV&D) team.
2. The course is viewed as a single unit for the purposes of determining study progress.
3. The relevant credits are awarded when the student has achieved a passing mark on a course or has been granted an exemption.
4. Credits are only awarded once for each course that a student passes, on the date at which the requirements for that course are completed.
5. Credits for external courses are only awarded if the courses have been approved pursuant to Art. 5.7 and the student has earned a passing mark.

#### **Article 10.2 – Student counselling**

1. The degree programme provides the introduction and student counselling to students registered for the programme, partly for the benefit of their orientation for potential study paths in and outside the programme.
2. The student counselling consists of:
  - An introduction prior to the first week of the academic year.
  - Group and individual counselling on potential study paths in and outside the programme, partly with a view to the career opportunities after the degree programme or with a view to following a master programme.
  - Group and individual counselling about study skills, study planning and the choice of follow-up courses.
  - The provision of referral to a more suitable degree programme for the student who, prior to February 1<sup>st</sup> of the year of initial enrolment, has deregistered for the programme.

#### **Article 10.3 – Studying with a functional impairment**

1. Students with a disability or a chronic illness are offered the opportunity to adapt their study, as far as is reasonably possible, to the restrictions determined by the disability or chronic illness. These adaptations will be aligned as far as possible to the student's individual functional impairment, but may not affect the course or the examination programme's quality or degree of difficulty.
2. Students should consult the student advisor and then submit a request to the Examination Board, accompanied by a statement from an authorised agency or specialist. In case of dyslexia, the [EUR Dyslexia Protocol](#) applies.

### **SECTION 11 – BINDING STUDY ADVICE (BSA)**

#### **Article 11.1 – The standard**

At the end of his/her first year of registration for the degree programme, every student receives binding written advice about the continuation of his/her study. This study advice is issued by or on behalf of the

dean. The study advice is issued during the first year of registration, after the final resits of the Bachelor 1 programme at the end of the academic year, but at the latest before the start of the new academic year.

1. At the end of the first year of study of the degree programme, the student ought to have successfully completed all Bachelor 1 programme components and obtained all credits. The total amount of credits obtained must thus equal 60 EC.
2. Students' study results are assessed in August and only after application of the compensation and resit regulations, cf. Art. 9.2 and 6.4. This means students may retake the written examinations for a maximum of three courses in the summer period in order to improve their final grades, and are allowed to compensate for two insufficient grades (at least 5,0) with courses graded with at least 7,0 and worth the same amount of credits.
3. If the student obtains 60 credits, he/she will receive a positive Binding Study Advice and may continue to the second year of study.
4. If the student earns less than 60 credits (0 – 55 EC), he/she will receive a negative Binding Study Advice, which equals rejection for the degree programme.
5. Based on personal circumstances as mentioned in article 11.4, the Examination Board may postpone issuing the Binding Study Advice for one year. The student should then meet the set standard one year later.
6. Students who deregister for the degree programme before 1 February during their first year of study do not receive a Binding Study Advice during that academic year.

#### **Article 11.2 – Rejection**

The Binding Study Advice may be used by the dean to issue a rejection on the grounds of Art. 7.8b, paragraph 3 of the Higher Education and Research Act (WHW), if the student has not yet passed all of the courses for Bachelor 1. A rejection will be issued if the student is not considered suitable for the programme, with due consideration of his/her personal circumstances, because his/her study results do not meet the standards as explained in Art. 11.1. The rejection shall apply for a period of three academic years. Consequentially, the student must quit the programme and is not allowed to enrol in this particular programme for three subsequent academic years.

#### **Article 11.3 – Study progress monitoring**

1. During the first year of enrolment, provisional advice will be issued at least twice by or on behalf of the Dean.
2. Further regulations for student counselling and study progress monitoring during Bachelor 1 are explained in the study guide of the degree programme and set out in the Rules and Guidelines of the Examination Board.

#### **Article 11.4 – Personal circumstances**

1. Personal circumstances that can be taken into consideration when issuing the Binding Study Advice are:
  - a) student illness, disability or pregnancy;
  - b) exceptional family circumstances;
  - c) membership of the University council, Faculty council, School management team or departmental Programme Committee;
  - d) other circumstances as outlined in Art. 2.1 of the WHW Implementation Decree (which refers to membership of the board of a student association of significant size).
2. Any student who can reasonably expect to incur some delay in his/her studies due to personal circumstances should report this fact to the student advisor as soon as possible, but ultimately within four weeks after they started and before July 1<sup>st</sup>. If a student comes forward after the 1st of July, he or she must be aware that in most cases these personal circumstances will not be taken into consideration for their BSA. Furthermore, all notified personal circumstances should be corroborated in the form of e.g., a doctor's statement, a mourning card or a letter with a contact number from close relatives.

#### **Article 11.5 – Form and content of the Binding Study Advice**

The study advice is issued in writing and consists of:

1. the standard that applies to the student in question, expressed in the number of credits to be earned in Bachelor 1.
2. the number of credits the student actually earned in Bachelor 1.
3. whether or not a rejection as referred to in Art. 7.8b, paragraph 3 of the WHW has resulted. If a rejection has been issued:
  - a) there is a statement that the student is banned from enrolling in the degree programme as a student for the following three academic years.
  - b) the option of appealing to the Examination Appeals Board is given, as well as the period within which the appeal must be submitted.

### **SECTION 12 – TRANSITIONAL AND FINAL PROVISIONS**

#### **Article 12.1 – Hardship clause**

In exceptional individual circumstances, in which application of one or more of the provisions set out in these regulations leads to evidently unreasonable and/or unfair situations with regard to a student, the Examination Board may depart from the said provision(s) in favour of the student.

#### **Article 12.2 – Appeal**

Any decision taken by the Examination Board, including a refusal to make a decision, can be appealed to with the Examination Appeals Board (CBE) on the grounds of a conflict with the written and unwritten rules. This includes appeals regarding examination results.

#### **Article 12.3 – Complaint procedure**

In case of complaints, students are requested to follow the standing complaint procedure, which is published on the degree programme's website.

#### **Article 12.4 – Amendments**

1. Amendments to these regulations will be drawn up by the Dean, in a separate resolution, after approval of the Faculty Council and Programme Committee, where the Act so requires.
2. No amendments pertaining to the current academic year will take place, unless the interests of the students remain reasonably unharmed.
3. No amendment may disadvantage a student by influencing a decision about the student taken by the examination board in accordance with these regulations.

#### **Article 12.5 – Announcement**

The Dean is responsible for an appropriate announcement of these regulations, of the Rules & Guidelines established by the Examination Board, and of amendments to these documents.

#### **Article 12.6 – Adoption and implementation**

These regulations are adopted by the Dean after receiving the approval of the Faculty Council and Programme Committee, where such approval is required by law, and enter into effect on 1 September 2019.

## APPENDIX 1 - Programme overview

### International Bachelor in Communication and Media 2018-2019

The bachelor degree programme comprises the following core courses with the mentioned credits:

#### Bachelor 1

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##### Theoretical Courses

- Introduction to Human Communication	5 credits
- Key Concepts in the Social Sciences	5 credits
- Media Industries and Audiences	5 credits
- Communication as a Social Force	5 credits
- Media Systems in Comparative Perspective	5 credits
- Communication and Organisations	5 credits
- Communication Technologies and their Impacts	5 credits
- Intercultural Communication	5 credits

##### Methodological Courses

- Introduction to Social Science Research	5 credits
- Introduction to Statistical Analysis	5 credits
- Research Workshop 1: Cross-national Comparative Research	5 credits

##### Practice Oriented Training

- Communication Workshop 1: Academic Skills	5 credits
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#### TOTAL

**60 credits**

#### Bachelor 2/3

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##### MAJOR

##### MANDATORY COURSES

##### Theoretical Courses

• International and Global Communication	5 credits	<b>5 credits</b>
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##### Methodological Courses

• Quantitative Methods in Media and Communication	5 credits	<b>10 credits</b>
• Qualitative Methods in Media and Communication	5 credits	

##### Practice Orientated Training

• Communication Workshop 2: Communication Management	5 credits	<b>30 credits</b>
• Communication Workshop 3: Communication and Media Labour Market Orientation	3 credits	
• Communication Workshop 4: New Media Production	5 credits	
• Communication Workshop 5: Communication Ethics	5 credits	
• Internship	12 credits	

## SPECIALIZATION COURSES<sup>2</sup>

<b>Focus Areas</b>	<b>45 credits</b>
1. The student chooses two from the six focus areas listed below and within each focus area the student chooses two seminars. <sup>3</sup>	20 credits
2. The student takes one additional specialization course. This course may be part of focus area A or B but can also belong to another focus area.	5 credits
3. The student takes a research workshop (5) and a Bachelor Thesis Class (5) and Bachelor Thesis (10)	20 credits
4. At least one of the modules mentioned below 3 needs to be connected with a chosen Focus Area, preferably both.	
<ul style="list-style-type: none"> <li>• <u>Focus Area 1: Communication and Business</u> <ul style="list-style-type: none"> <li>○ The Business of Media 5 credits</li> <li>○ Management and Leadership in Media Organisations 5 credits</li> <li>○ Innovation and Entrepreneurship in Media and Creative Industries 5 credits</li> <li>○ Media Industries: Trends and Strategies 5 credits</li> <li>○ Corporate Communication 5 credits</li> <li>○ Consumer Perceptions of Corporate Social Responsibility 5 credits</li> <li>○ Intercultural Communication at Work 5 credits</li> <li>○ Media Campaigns 5 credits</li> <li>○ Global Advertising 5 credits</li> <li>○ Social Media Strategies for Business Communication 5 credits</li> <li>○ Consumer Behaviour and Brand Loyalty 5 credits</li> <li>○ Transmedia Entertainment &amp; Marketing 5 credits</li> <li>○ Media and Consumer Culture 5 credits</li> <li>○ Diversity in Popular Culture and Advertising 5 credits</li> <li>○ Digital Media Analysis 5 credits</li> <li>○ Digital Media and Health Communication 5 credits</li> <li>○ Creativity and Innovation in Contemporary Business 5 credits</li> <li>○ Public Speaking 5 credits</li> <li>○ RESEARCH WORKSHOP</li> <li>○ New Media and International Business 5 credits</li> <li>○ New Media and Creative Industries 5 credits</li> </ul> </li> <li>• <u>Focus Area 2: Communication and Politics</u> <ul style="list-style-type: none"> <li>○ Media and Politics 5 credits</li> <li>○ Media Campaigns 5 credits</li> <li>○ Communication and International Relations 5 credits</li> <li>○ Public Diplomacy 5 credits</li> <li>○ Diversity in Popular Culture and Advertising 5 credits</li> <li>○ Media Audiences and Effects 5 credits</li> <li>○ Cultural Identities and New Media 5 credits</li> <li>○ Media, Children and Parents 5 credits</li> <li>○ Media in Latin America 5 credits</li> <li>○ Argumentation and Rhetoric in the Public Sphere 5 credits</li> <li>○ Communicating (in)equality in the City 5 credits</li> <li>○ Public Speaking 5 credits</li> </ul> </li> </ul>	

<sup>2</sup> This is a preliminary list which may be adjusted before the start of the Academic year. The themes of the focus areas seminars and workshops may be different in subsequent years.

<sup>3</sup> Students who choose to spend a full semester (term 1+2) abroad are required to take at least 10 credits in communication and media courses at the host university, at least 5 credits of which fit within their chosen focus areas (cf. 5.3).

	RESEARCH WORKSHOP	
	○ New Media and Political Communication	5 credits
•	<u>Focus Area 3: Communication, Culture &amp; Society</u>	
	○ Media and Politics	5 credits
	○ Diversity in Popular Culture and Advertising	5 credits
	○ Current Perspectives on Popular Culture	5 credits
	○ International Journalism	5 credits
	○ Media and Consumer Culture	5 credits
	○ Privacy, Surveillance and New Media Technology	5 credits
	○ Media, Children and Parents	5 credits
	○ Television and Society	5 credits
	○ Entertainment Media and Social Change	5 credits
	○ Cultural Identities and New Media	5 credits
	○ Interpersonal Communication and New Media	5 credits
	○ Fundamentals and Practices of International Journalism	5 credits
	○ Communicating (in)equality in the City	5 credits
	RESEARCH WORKSHOP	
	○ New Media, Culture and Entertainment	5 credits
•	<u>Focus Area 4: International &amp; Global Communication</u>	
	○ ICTs and Emerging Markets	5 credits
	○ Cultural Identities and New Media	5 credits
	○ Communication and International Relations	5 credits
	○ Media in Latin America	5 credits
	○ Public Diplomacy	5 credits
	○ International Journalism	5 credits
	○ Global Advertising	5 credits
	○ Intercultural Communication at Work	5 credits
	○ Fundamentals and Practices of International Journalism	5 credits
	○ Public Speaking	5 credits
	○ Digital Media and Health Communication	5 credits
	RESEARCH WORKSHOP	
	○ New Media and International Business	5 credits
	○ New Media and Political Communication	5 credits
•	<u>Focus Area 5: Media &amp; Entertainment</u>	
	○ Transmedia Entertainment & Marketing	5 credits
	○ Current Perspectives on Popular Culture	5 credits
	○ Media Audiences and Effects	5 credits
	○ Media Industries: Trends and Strategies	5 credits
	○ Media Entertainment: Fans and Franchises	5 credits
	○ Television in the Digital Age	5 credits
	○ Media, Children and Parents	5 credits
	○ Diversity in Popular Culture and Advertising	5 credits
	○ Television and Society	5 credits
	RESEARCH WORKSHOP	
	○ New Media, Culture and Entertainment	5 credits
	○ New Media and Creative Industries	5 credits
•	<u>Focus Area 6: New Media Technologies</u>	
	○ ICTs and Emerging Markets	5 credits
	○ The Business of Media	5 credits
	○ Cultural Identities and New Media	5 credits
	○ Privacy, Surveillance and New Media Technology	5 credits
	○ Media Campaigns	5 credits
	○ Media Industries: Trends and Strategies	5 credits



○ Digital Media Analysis	5 credits
○ Television in the Digital Age	5 credits
○ Fundamentals and Practices of International Journalism	5 credits
○ Interpersonal Communication and New Media	5 credits
○ Digital Media and Health Communication	5 credits
RESEARCH WORKSHOP	5 credits
○ New Media and International Business	
○ New Media and Political Communication	
○ New Media, Culture and Entertainment	
○ New Media and Creative Industries	
<b>ELECTIVE COURSES</b>	<b>30 credits</b>
Elective courses in one or more other study areas at Erasmus	15 credits
Minor in another study area at Erasmus University	15 credits
<b>Or</b>	
Elective courses in one or more other study areas at Erasmus	10 credits
Elective courses at a foreign university	20 credits
<b>TOTAL</b>	<b>120 credits</b>
<b>GRAND TOTAL</b>	<b>180 credits</b>

**APPENDIX 2 – Media & Communication minor and electives for external students**

**(not open to IBCoM students)**

**Minor Media, Culture and Society**

- Media and Communication Theory 5 credits
- Communication Technology and its Impacts 5 credits
- Cultural Influences on Communication 5 credits

**Electives:**

- Corporate Communication 5 credits
- Communication and Organisations 5 credits
- Made in Holland: Dutch Creative Industries 5 credits

**APPENDIX 3 - ESHCC minor and electives for internal and external students**

**Minor Fashion Industry**

- Business History of Fashion 5 credits
- Economics of Fashion 5 credits
- Fashion Media 5 credits

**Electives:**

- Cinema and Society 5 credits
- Cinemas in Context 5 credits
- Consumer Behavior & Marketing Action 5 credits
- Public Relations & Transparency 5 credits
- Science Fiction and Media 5 credits
- Surveillance in Film, TV, and Media Platforms 5 credits