

Teaching and Examination Regulations

International Bachelor in Communication and Media (IBCoM)

2017-2018

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

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Section 1 – General Provisions

Art. 1.1 – Scope of the Regulations

These regulations are applicable to the curriculum and examinations of the International Bachelor's Degree programme in Communication and Media (IBCoM), hereinafter referred to as the "Degree Programme".

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

The Bachelor's programme is subject to the provisions set out in the Higher Education and Scientific 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.

Art. 1.2 – Definitions

In the regulations, the following words shall have the following meanings:

<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 Academic 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 or electronic document containing information about the objectives of a course, the working method and structure of a course, the test format, the mandatory literature and the lecturer's office hours.
<i>Credit</i>	a unit for study load. One credit is the equivalent of 28 hours study load (according to the European Credit Transfer System).
<i>Degree Programme</i>	the International Bachelor's in Communication and Media as referred to in Art. 1, which is concluded when all the requirements for the Bachelor's degree have been fulfilled.
<i>Department Head</i>	the person responsible for the management of tuition within a department;
<i>Director of Education</i>	the person who is responsible for the general administration of the degree programmes of the Faculty.
<i>Dublin Descriptor</i>	general descriptions for the final level of Bachelor's and Master's programs 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, 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 Faculty 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. Contact
<i>Examiner</i>	the lecturer on staff at the Faculty, 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 Faculty in a different programme at Erasmus University Rotterdam or at a different university in the Netherlands or abroad.
<i>Extra course</i>	an accredited course, approved by the Examination Board that the student takes above the statutory requirements for the Degree Programme: above 180 credits in the Bachelor's programme.
<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 taken during the lecturing term of a course, the assessment of which is taken into consideration for establishing the result for the course. An intermediate test has no re-sit.
<i>Major</i>	coherent programme of education worth 85-105 credits within the Bachelor's phase, focusing on a primary field of study.
<i>Minor</i>	coherent programme of education worth 15 credits within the Bachelor's 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"> o writing a paper report essay or thesis. o taking part in a tutorial, research workshop, communication workshop, or seminar. o carrying out an assignment. o giving an oral presentation. o taking an internship. o participating in a study visit. o taking part in another study activity aimed at the attainment of certain skills.
<i>Programme Director</i>	the person charged with managing and supervising the Degree programme.
<i>Re-sit</i>	the possibility to improve a grade.
<i>Rules and Guidelines</i>	the rules, guidelines and regulations of the Examination Board, as referred to in Art. 7.12 paragraph 4 of the law.
<i>Ruling</i>	a decision by the Examination Board or examiner regarding an objection or request filed by a student, on the grounds of these Examination Regulations or the Rules and Regulations.
<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 taking courses and/or exams of the Degree programme.
<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>	www.eshcc.eur.nl/english/ibcom).

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

Art. 1.3 – 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.

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 findings in scientifically substantiated manner, both orally and in writing.
- communicate their viewpoints and findings to different target groups.
- 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.

Art. 1.4 – Full-time / Part-time

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

Art. 1.5 – 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.

Art. 1.6 – Language of Instruction and Assessment

All courses and exams are offered in English.

All papers and assignments are written and presented in English.

Art. 1.7 – Participation in Educational Activities

Students are expected 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 making of course evaluations.

Art. 1.8 – Continuing on to a Master's Degree Programme

A student who has successfully completed the Bachelor's degree is eligible to apply to a Master's 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.

Art. 1.9 – 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.

Section 2 – Structure of the Degree programme**Art. 2.1 – Structure and Completion of the Degree Programme**

1. The Degree programme consists of the first Bachelor's year: Bachelor 1 (cf. Section 3) and the second and third Bachelor's year: BA-2/3 (cf. Section 4).
2. Students who complete the programme can earn a Bachelor's degree.

Section 3 – Bachelor 1 (Year 1 of the Degree programme)**Art. 3.1 – Curriculum in Bachelor 1**

The first Bachelor's 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 Processes and Influences (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. Practical Oriented Courses

- Communication Workshop 1: Academic Skills (5 credits)

Art. 3.2 – Practicals in Bachelor 1

All courses referred to in Art. 3.1 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.

Art. 3.3 – Requirements for Completing Bachelor 1

1. The credits of the courses listed in Art. 3.1 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. 3.2 are mandatory as is active participation in these practicals. A student can only complete a course referred to in Art. 3.1 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. 3.1 have been successfully completed with a mark of at least 5.5 or ‘Pass’. For a maximum of two BA-1 courses students can compensate a fail of at least five (5.0) by a grade of seven (7.0) or higher.

Section 4 – Bachelor 2/3 (Year 2 and 3 of the Degree programme)

Art. 4.1 – Structure BA-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.

Art. 4.2 – Curriculum of the Major

The major, as referred to in Art.4.1a, 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:

- 5 seminars and 1 research workshop on two “focus areas” (total of 30 credits), see Art. 4.3

IV. Practical 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. 4.4

VI. Bachelor Thesis Class (5 credits) and Bachelor Thesis (10 credits), cf. Art. 4.5.

Art. 4.3 – Specialization Courses in BA-2/3

In BA-2/3, every student must 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

Students are required to take:

- 2 seminars (2x5 credits) in focus area A
- 2 seminars (2x5 credits) in focus area B
- 1 seminar (1x5 credits) in either focus area A or B
- 1 research workshop (5 credits) in either focus area A or B

In addition, students are required to take their Bachelor Thesis Class (5 credits) and to write their Bachelor Thesis (10 credits) in focus area A or B (cf. Art. 4.5).

Art. 4.4 – Internship

1. Pursuant to Art. 4.2V, 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. 4.2, that take place in Term 1 and Term 2 of BA-2. This includes CM2008 Communication and Media Labour Market Orientation.
4. 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.
5. An approved internship should be concluded within one academic calendar year.
6. The internship will be graded on a pass/fail basis.

Art. 4.5 – 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, pursuant to Art. 14-VI.
2. The student must take a Bachelor Thesis Class and write his/her Bachelor Thesis in one of the focus areas that he or she has chosen (cf. Art. 4.3)
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 and Thesis Class and on the degree programme's website.

Art. 4.6 – 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 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 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 Faculty offers one minor in Communication and Media to external students: Media, Culture and Society. This minor is not open for IBCoM-students. All other ESHCC Minors are open to IBCoM students.

Art. 4.7 – 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. 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 & media courses at the host university to compensate for their third and fourth focus area seminar (2 x5 credits) that is scheduled in the second term of the third year.
 - 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. Minimum requirements for an exchange.

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 courses¹ and three specialization courses (cf. Art 4.3).
 - 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 their completed application package.
 7. Grades obtained abroad will be converted to a Pass/Fail on the students' diploma.

Art. 4.8 – 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.

Art. 4.9 – Practicals and Lectures in BA-2/3

All courses referred to in Art. 4.2 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 students 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

¹ 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.

complete Bachelor Thesis trajectory, in accordance to paragraph 3-8. If a student is abroad during term 3, the supervisor will facilitate an alternative meeting to attend.

Section 5 – Bachelor's Examination

Art. 5.1 – Bachelor's Examination.

1. The Examination Board shall determine the results of the bachelor's examination and shall award a certificate as referred to in art.6.5 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 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 also that the student was registered for the Degree programme in the period in which the exams were taken.

Art. 5.2 – Judicium Cum Laude

The judicium 'cum laude' is conferred to the bachelor's examination if the weighted average of all the results achieved in the Degree programme is at least 8.25.

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' diploma and do not count towards the weighted average (cf. art. 4.4.6 and art. 4.7.7)

Art. 5.3 – 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's programme in Communication and Media' (BSc).
2. The academic title thus conferred will be specified on the Bachelor's diploma.

Art. 5.4 – Bachelor's 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. 2.4, is successfully completed, a separate certificate stating this shall be conferred.

Section 6 – Assessment

Art. 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 and Guidelines of the Examination Board the procedure concerning assessment is described.

Art. 6.2 – Content of Exams

1. An exam covers the material covered in the most recent period.
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.

Art. 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 re-sit 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 recommendation 'with reservations' regarding the further course of his/her studies 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 3rd 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. 4.2, that 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 4.3) and the mandatory courses of the major listed in part 1, II and IV of Art 4.2. 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.
- 5. In bachelor-1 phase of study and in bachelor-2/3 phase of study a fail of at least five (5.0) can be compensated by a grade of seven (7.0) or higher.
 - a. Within the BA-1 phase of study a maximum of two fives can be compensated.
 - b. Within the BA-2/3 phase of study a maximum of two fives can be compensated.
 - c. A fail needs to be compensated by a pass for one or more courses together representing at least the same amount of credits.
 - d. A fail for the Minor, Bachelor Thesis Class, the Bachelor Thesis, the Internship, or Elective Courses cannot be compensated, nor can these items be used to compensate a fail for other courses.

Art. 6.4 – Time Periods and Frequency of Exams

1. Per year there are two opportunities to sit for an exam: that is to say a regular exam and a re-sit:
 - a. the regular exam is in the period in which the corresponding course is taught.
 - b. the re-sit for written exams is offered in the June/July exam period of the current academic year, with exception of the BA-2 courses, which have the re-sits at the beginning of Term 4.
 - c. for a course where a final paper is the largest part of the assessment, and the student has obtained a fail for this final paper, the student is eligible for a second chance. The student will be given 15 working days to submit his or her re-sit paper/thesis, starting from when the lecturer sent the student the feedback and grade of the paper/thesis. For a re-sit of a paper, students can obtain a maximum grade of 6.0.
 - d. papers/theses that are submitted late will not be marked and will not get a re-sit opportunity.
 - e. for the re-sit of the Bachelor Thesis, students can obtain a maximum grade of 6.0.
2. Notwithstanding the previous paragraph intermediate tests are offered only once a year and have no re-sits.
3. There are limitations to the amount of re-sits:
 - a. within the BA-1 a maximum of three courses (written exams) are eligible for a re-sit.
 - b. within the BA-2/3 phase of study a maximum of three courses (written exams) are eligible for a re-sit per year. This rule only applies to courses offered by the ESHCC.
 - c. a student may use the aforementioned “re-sit quatum” to re-sit a written exam for a course for which he or she has achieved a passing final mark. The highest mark that the student achieves will count.
4. A paper or essay with a passing mark (5.5 or higher) cannot be retaken.
5. 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.

Art. 6.5 – Administration of Exams

1. The exams for the courses referred to in Art. 3.1, 4.2 and 4.6 are administered in a written or oral 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 than described in the course guide and in the online study guide. The students involved will be notified of the change in format no later than five weeks before the exam in question by Blackboard and/or SIN and/or email.

4. The Faculty 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.

Art. 6.6 – Oral Exams

1. No more than one student at a time will sit an oral exam.
2. Oral exams will be public unless decided otherwise by the Examination Board/the examiner involved or unless the student has lodged a notice of objection to this.

Section 7 – Exam Results

Art. 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 Examination Board checks whether the term referred to in paragraph 2 and 3 is maintained.
5. The examiner will establish the results of interim exams as soon as possible but ultimately before the written exam for that course.
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.

Art. 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.

Art. 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.

Art. 7.4 – Right of Inspection

1. For a period of 20 working days following publication of the mark for a written exam, 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 can decide to permit exceptions from the provisions in paragraphs 1, 2 and 3.

Section 8 – Exemptions

Art. 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's degree, as referred to in Art. 3.1 and Art. 4.2 through 4.6.
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 classes in BA-1, for practicals, for the Bachelor Thesis, and for the Bachelor Thesis Class.
4. Exemption requests must be submitted 8 weeks before the start of the course that the exemption is requested for.

Section 9 – Admission and Selection Procedure

Art. 9.1 – 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. Students 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 9.2):

- 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 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.

Art. 9.2 – 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 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. Students should apply for the Degree programme in Studielink before April 1 each year.
- e. Students should submit their application with the IBCoM Office through the EUR Application Portal before April 1 each year.
- f. Applying is limited to a maximum of two times.

Candidates who have submitted an application meeting the requirements listed above, are ranked on the basis of said requirements. The Examination Board has installed an Admissions Committee for the Programme. The Admissions Committee conducts the selection procedure according to the regulations set within the Dutch Higher Education and Research Act and the Teaching and Examination Regulations. The Admissions Committee consists of two to three staff members and decides unanimously. The Admissions Committee announces the outcome of the selection procedure no later than April 15 each year. 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. Decisions of the Admissions Committee are open to appeal at the Appeals Board of Erasmus University within 30 days after the decision has been sent to the applicant.

Art. 9.3 – 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) 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. CAE (Cambridge ESOL Certificate of Advanced English): grade B.
 - d. CPE (Cambridge ESOL Certificate for Proficiency in English: grade C.
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 Dutch VWO-diploma.
 - b. hold an International Baccalaureate or European Baccalaureate diploma in English.
 - c. have obtained their diploma in Australia, Canada (other than Quebec), New Zealand, the United States of America, the United Kingdom, or Ireland.

Art. 9.4 – Alternative Requirements for Deficiencies in Mathematics

1. Deficiencies in the previous education with regard to the subject Mathematics are eliminated by passing the SAT Maths level 1 test: <http://sat.collegeboard.org/practice/sat-subject-test-preparation> or one of the equivalent tests mentioned on the website.

Art. 9.5 – 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's programme in Communication and Media.
2. The colloquium doctum assesses:
 - a. Proficiency in English. Candidates have to meet the requirements stated in Art. 9.2.

- 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 re-sit 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 Art. 9.2 paragraph 2.
- 6. The results of the colloquium doctum are valid for two years.

Section 10 – Study Progress and Student Counselling

Art. 10.1 – Study Progress

1. The Dean and/or the Programme director are responsible for recording the study marks in such a way that each student can receive an overview at least once a semester of the marks he/she has achieved on the classes and exams in the Degree programme.
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 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. 4.9 and the student has earned a passing mark.

Art. 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 bachelor 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 1st of the year of initial enrolment, has deregistered for the programme.

Art. 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 submit a request to the Examination Board, if possible accompanied by a statement from an authorised agency.

Section 11 – Binding Study Advice

Art. 11.1 – Rejection

The study recommendations issued by the Degree programme regarding the student's next step in education ('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 Scientific Research Act (WHW), if the student has not yet passed all of the courses for Bachelor 1. A rejection will only be issued if the student is not considered suitable for the programme, with all due consideration of his/her personal circumstances, because his/her study results do not meet the standards as explained in the 2nd paragraph of this article. The rejection shall apply for a period of three academic years.

Art. 11.2 – Standard

1. The student must have completed all the requirements for Bachelor 1 by the end of the first year of enrolment.
2. If the student earns 60 credits (compensations included), the final recommendation will be 'positive'. If the student earns less than 60 credits, the final recommendation will be 'negative', i.e. a rejection.
3. Based on personal circumstances as mentioned in article 11.4, the Examination Board can adjust the standard of paragraph 3.

Art. 11.3 – Recommendations, Student Counselling and Study Progress Monitoring

1. During each year of enrolment, the Examination Board for the Degree programme issues a provisional recommendation to the students, which is part of the binding recommendation regarding the next step in education.
2. The binding study advice for the Degree programme is issued during the first year of enrolment and, as necessary, during the following year of enrolment in the programme, after the last re-sits for the core courses in Bachelor 1 at the end of the academic year, but before the beginning of the new academic year at the latest.
3. 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 Regulations of the Examination Board.

Art. 11.4 – Personal Circumstances

1. Personal circumstances that can be taken into consideration when issuing a recommendation are:
 - a. student illness, disability or pregnancy.
 - b. exceptional family circumstances.
 - c. membership of the University council, Faculty council, Faculty management team or Department 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 1st. 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.

Art. 11.5 – Form and Content of the Binding Study Advice

1. The recommendations regarding the next step in education are provided in writing and include:
2. the standard that applies to the student in question, expressed in the number of credits to be earned in Bachelor 1.

3. the number of credits the student actually earned in Bachelor 1.
4. if the standard was not met, the personal circumstances that were taken into consideration.
5. 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 – Hardship Clause

Art. 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 favor of the student.

Section 13 – Appeal

Art. 13.1 – Appeal

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

Article 13.2 – Complaint procedure

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

Section 14 – Final clauses and implementation

Art. 14.1 – Amendments

1. Amendments to these regulations will be adopted by the Dean through a separate decree.
2. No amendments will be made that are applicable to the current academic year, unless the interests of the students are, in reason, not thereby impaired.
3. Moreover, amendments must not influence, to the detriment of the students, any other decision, which has been taken with respect to a student by the Examination Board by virtue of these regulations.

Art. 14.2 – Announcement

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

Art. 14.3 – Adoption and Implementation

These regulations are adopted by the dean after receiving the approval of the Faculty Council, where such approval is required by law, and enter into effect on 1 September 2017.

APPENDIX 1: International Bachelor in Communication and Media 2017-2018

The Bachelor's Degree programme comprises the following core courses with the mentioned credits:

Bachelor 1

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

Practical Oriented Training

- Communication Workshop 1: Academic Skills	5 credits
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TOTAL **60 credits**

BA-2/3

MAJOR

MANDATORY COURSES

Theoretical Courses

• International and Global Communication	5 credits	5 credits
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Methodological Courses

• Quantitative Methods in Media and Communication	5 credits	10 credits
• Qualitative Methods in Media and Communication	5 credits	

Practical Orientated Training

• Communication Workshop 2: Communication Management	5 credits	30 credits
• 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	

Focus Areas

1.	The student chooses two from the six focus areas listed below and within each focus area the student chooses two or three seminars. ³	25 credits
2.	The student chooses <u>one</u> research workshop (5) as well their Bachelor Thesis Class (5) and Bachelor Thesis (10) connected with one of the two chosen Focus Areas.	20 credits
•	<u>Focus Area 1: Communication and Business</u>	
○	The Business of Media	5 credits
○	Transmedia Entertainment & Marketing	5 credits
○	Corporate Communication	5 credits
○	Media Campaigns	5 credits
○	Media Industries. Trends and Strategies	5 credits
○	Global Advertising	5 credits
○	Media and Consumer Culture	5 credits
○	Digital Media Analysis	5 credits
○	Intercultural Communication at Work	5 credits
○	Social Media Technologies and Strategies for Business Communication	5 credits
	RESEARCH WORKSHOP Media and International Business	5 credits
•	<u>Focus Area 2: Communication and Politics</u>	
○	Media and Politics	5 credits
○	Media Campaigns	5 credits
○	Communication and International Relations	5 credits
○	Public Diplomacy	5 credits
○	Media and Diversity	5 credits
○	Media Audiences and Effects	5 credits
○	Cultural Identities and New Media	5 credits
○	Media, Children and Parents	5 credits
○	Argumentation and Rhetoric in the Public Sphere	5 credits
	RESEARCH WORKSHOP	
○	New Media and Political Communication	5 credits
•	<u>Focus Area 3: Communication, Culture & Society</u>	
○	Media and Politics	5 credits
○	Media and Diversity	5 credits
○	Media Entertainment and 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
○	New Media in Popular Culture	5 credits
○	War Representations in Media and Culture	5 credits
○	Entertainment Media and Social Change	5 credits
○	Cultural Identities and New Media	5 credits
○	Fundamentals and Practices of Journalism	5 credits
	RESEARCH WORKSHOP	
○	New Media, Culture and Entertainment	5 credits
•	<u>Focus Area 4: International & Global Communication</u>	
○	ICTs and Emerging Markets	5 credits
○	Cultural Identities and New Media	5 credits
○	Communication and International Relations	5 credits
○	Public Diplomacy	5 credits
○	International Journalism	5 credits
○	Global Advertising	5 credits
○	Intercultural Communication at Work	5 credits
○	Fundamentals and Practices of Journalism	5 credits
	RESEARCH WORKSHOP	
○	New Media and International Business	5 credits
○	New Media and Political Communication	5 credits

³Students who choose to spend a full semester (term 1+2) abroad are required to take their fourth and fifth focus area seminar at their foreign host institution.

<ul style="list-style-type: none"> • <u>Focus Area 5: Media & Entertainment</u> <ul style="list-style-type: none"> ○ Media and Diversity 5 credits ○ Transmedia Entertainment & Marketing 5 credits ○ Media, Entertainment and Popular Culture 5 credits ○ Media Audiences and Effects 5 credits ○ Media Industries: Trends and Strategies 5 credits ○ War Representations in Media and Culture 5 credits ○ Media, Children and Parents 5 credits ○ Entertainment Media and Social Change 5 credits RESEARCH WORKSHOP ○ New Media, Culture and Entertainment 5 credits • <u>Focus Area 6: New Media Technologies</u> <ul style="list-style-type: none"> ○ 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 ○ Social Media Technologies and Strategies for ○ Business Communication ○ Fundamentals and Practices of Journalism 5 credits RESEARCH WORKSHOP 5 credits ○ New Media and International Business ○ New Media and Political Communication ○ New Media, Culture and Entertainment 	
ELECTIVE COURSES	30 credits
Elective courses in one or more other study areas at Erasmus	15 credits
Minor in another study area at Erasmus University	15 credits
Or	
Elective courses in one or more other study areas at Erasmus	10 credits
Elective courses at a foreign university	20 credits
TOTAL	120 credits
GRAND TOTAL	180 credits

APPENDIX 2: M&C Minor and Electives for external students (not open to IBCoM students)

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

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 |