



هيئة جودة التعليم والتدريب
Education & Training Quality Authority
Kingdom of Bahrain - مملكة البحرين

Directorate of Higher Education Reviews

Programme Follow-Up Visit Summary

**Master in Mass Communication
College of Arts
University of Bahrain
Kingdom of Bahrain**

First Follow-up Visit Date: 21-23 September 2020

Review Date: 5-9 November 2017

HC109-C2-F017

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The Programme Follow-up Visit Overview

The follow-up visit for academic programmes conducted by the Directorate of Higher Education Reviews (DHR) of the Education & Training Quality Authority (BQA) in the Kingdom of Bahrain is part of a cycle of continuing quality assurance reviews, reporting and improvement.

The follow-up visit applies to all programmes that have been reviewed using the Programmes-within-College Reviews Framework, and received a judgement of 'limited confidence' or 'no confidence'.

This Report provides an account of the follow-up process and findings of the follow-up panel whereby the Master in Mass Communication, at the University of Bahrain (UoB) was revisited on 21-23 September 2020 to assess its progress in line with the published Programmes-within-College Reviews Framework and the BQA regulations.

A. Aims of the Follow-up Visit

- (i) Assess the progress made against the recommendations highlighted in the review report (in accordance with the four BQA Indicators) of UoB's Master in Mass Communication since the programme was reviewed on 5-9 November 2017.
- (ii) Provide further information and support for the continuous improvement of academic standards and quality enhancement of higher education provision, specifically within the Master in Mass Communication programme at UoB, and for higher education provision within the Kingdom of Bahrain, as a whole.

B. Background

The review of the Master in Mass Communication, at UoB in the Kingdom of Bahrain was conducted by the DHR of the BQA on 5-9 November 2017.

The overall judgement of the review panel for the Master in Mass Communication programme, of UoB was that of '**limited confidence**'. Consequently, the follow-up process incorporated the review of the evidence presented by UoB to the DHR, the Improvement Plan submitted to BQA, the Progress Report and its supporting materials and the documents submitted during the follow-up site visit and those extracted from the interview sessions.

The external review panel's judgement on the UoB's Master in Mass Communication programme for each Indicator was as follows:

Indicator 1: The learning programme; '**satisfied**'

Indicator 2: Efficiency of the programme; '**satisfied**'

Indicator 3: Academic standards of the graduates; '**not satisfied**'

Indicator 4: Effectiveness of quality management and assurance '**satisfied**'

The follow-up visit was conducted by a (Panel) consisting of two members. This follow-up visit focused on assessing how the Institution addressed the recommendations of the report of the review conducted on 5-9 November 2017. For each recommendation given under the four Indicators, the Panel judged whether the recommendation is 'fully addressed', 'partially addressed', or 'not addressed' using the rubric in Appendix 1. An overall judgement of 'good progress', 'adequate progress' or 'inadequate progress' is given based on the rubric provided in Appendix 2.

C. Overview of the Master in Mass Communication Programme

The Master of Mass Communication was first offered in 2011, after a preparation period extended for more than four years. The programme aims to provide competent professionals to support building a knowledge base useful in constructing policies, rules and regulations, and making decisions in the field of communication and information. The study plan has been revised in 2015. At the time of the site visit, the total number of enrolled students in the programme was (58). Currently, there are (14) full-time academic members contributing to the delivery of the programme.

1. Indicator 1: The Learning Programme

This section evaluates the extent to which the Master in Mass Communication programme of UoB, has addressed the recommendations outlined in the programme review report of November 2017, under Indicator 1: The learning programme and as a consequence provides a judgment regarding the level of implementation of each recommendation for this Indicator as outlined in Appendix 1 of this Report.

No.	Recommendations	Judgement
1.1	Review and update the textbooks and references used in courses	Fully Addressed
1.2	Revise the programme intended learning outcomes to ensure that they are well written and measurable	Partially Addressed
1.3	Review the alignment of the course intended learning outcomes with the programme intended learning outcomes to ensure the reliability and accuracy of the mapping	Not Addressed
1.4	Implement procedures that contribute to the use of e-learning in a proper manner, in accordance with the teaching and learning strategy of the University, and measure its effectiveness in achieving the programme intended learning outcomes.	Partially Addressed

2. Indicator 2: Efficiency of the Programme

This section evaluates the extent to which the Master in Mass Communication programme of UoB, has addressed the recommendations outlined in the programme review report of November 2017, under Indicator 2 Efficiency of the programme and as a consequence provides a judgment regarding the level of implementation of each recommendation for this Indicator as outlined in Appendix 1 of this Report.

No.	Recommendations	Judgement
2.1	Activate the role of the programme coordinator, and identify clear responsibilities for this position	Fully Addressed
2.2	Adopt a clear plan to increase the number of faculty members, particularly in tracks of advertising, and radio & TV, with the consideration of selecting higher academic ranks to decrease the academic workload and achieve the institution's goals regarding research and community engagement	Partially Addressed
2.3	Implement a clear plan to support faculty members in applying for promotion.	Not Addressed
2.4	Organize a formal induction programme for the new academics on the department, college, and university levels to introduce them to the university's policies, regulations, resources, and its various services, and evaluate the effectiveness of this programme	Partially Addressed
2.5	Further utilize the tracking reports and the updated data of the tracking systems in enhancing decision-making that contributes to improving the educational process	Partially Addressed
2.6	Track the progress of at-risk students in the programme, investigate the reasons for their retention/delayed graduation and find solutions to alleviate this issue.	Partially Addressed

3. Indicator 3: Academic standards of the graduates

This section evaluates the extent to which the Master in Mass Communication programme of UoB, has addressed the recommendations outlined in the programme review report of November 2017, under Indicator 3: Academic standards of the graduates and as a consequence provides a judgment regarding the level of implementation of each recommendation for this Indicator as outlined in Appendix 1 of this Report.

No.	Recommendations	Judgement
3.1	Activate the benchmarking policy of the University, implement a formal external benchmarking for all aspects of the programme against similar programmes in regional and international universities, and utilize the results in improving the programme	Partially Addressed
3.2	Implement rigorous mechanisms to verify the implementation of all the university's policies and procedures related to the evaluation of students' work, such as providing them with feedback and detecting academic plagiarism, and to review the assessment policies in order to ensure that the graduates meet the academic standards of the programme	Partially Addressed
3.3	Activate the university's procedures related to the internal moderation of assessment tools on the programme level, assess its effectiveness, and conduct the internal moderation process by specialized professors	Fully Addressed
3.4	Implement formal procedures that are suitable for the external moderation of the assessment, where feedback from external moderation contributes to programme development and course improvements	Partially Addressed
3.5	Review the distribution of grades in different courses to reflect the actual level of the student	Partially Addressed
3.6	Implement rigorous mechanisms and procedures to ensure that graduates achievements meet the programme's aims and its outcomes	Not Addressed
3.7	Conduct a study of student cohorts, analyse it, track their year- by-year academic progress; and create channels of communication with the graduates to track their first destination.	Partially Addressed

4. Indicator 4: Effectiveness of quality management and assurance

This section evaluates the extent to which the Master in Mass Communication programme of UoB, has addressed the recommendations outlined in the programme review report of November 2017, under Indicator 4: Effectiveness of quality management and assurance and as a consequence provides a judgment regarding the level of implementation of each recommendation for this Indicator as outlined in Appendix 1 of this Report.

No.	Recommendations	Judgement
4.1	Improve the used approaches to monitor and assess the management system of quality assurance in the programme and measure their effectiveness	Partially Addressed
4.2	Implement arrangements a the comprehensive periodic review of the programme; and develop mechanisms for tracking and monitoring the implementation of improvement plans	Not Addressed
4.3	Continue to develop its mechanisms to survey the stakeholders' opinions - especially external stakeholders - through a representative sample, analyse the data regularly, and inform the internal and external stakeholders about the results	Partially Addressed
4.4	Conduct rigorous holistic studies to identify the short- and long-term needs of the labour market and utilize these studies to develop the programme.	Not Addressed

5. Conclusion

Taking into account the institution's own progress report, the evidence gathered from the interviews and documentation made available during the follow-up visit, the Panel draws the following conclusion in accordance with the DHR/BQA Follow-up Visits of Academic Programme Reviews Procedure:

The Master in Mass Communication programme offered by the College of Arts at University of Bahrain has made "Inadequate Progress".

Appendix 1: Judgement per recommendation.

Judgement	Standard
Fully Addressed	The institution has demonstrated marked progress in addressing the recommendation. The actions taken by the programme team have led to significant improvements in the identified aspect and, as a consequence, in meeting the Indicator's requirements.
Partially Addressed	The institution has taken positive actions to address the recommendation. There is evidence that these actions have produced improvements and that these improvements are sustainable. The actions taken are having a positive, yet limited impact on the ability of the programme to meet the Indicator's requirements.
Not Addressed	The institution has not taken appropriate actions to address the recommendation and/or actions taken have little or no impact on the quality of the programme delivery and the academic standards. Weaknesses persist in relation to this recommendation.

Appendix 2: Overall Judgement.

Overall Judgement	Standard
Good progress	The institution has fully addressed the majority of the recommendations contained in the review report, and/or previous follow-up report, these include recommendations that have most impact on the quality of the programme, its delivery and academic standards. The remaining recommendations are partially addressed. No further follow-up visit is required.
Adequate progress	The institution has at least partially addressed most of the recommendations contained in the review report and/or previous follow-up report, including those that have major impact on the quality of the programme, its delivery and academic standards. There is a number of recommendations that have been fully addressed and there is evidence that the institution can maintain the progress achieved. No further follow-up visit is required.
Inadequate progress	The institution has made little or no progress in addressing a significant number of the recommendations contained in the review report and/or previous follow-up report, especially those that have main impact on the quality of the programme, its delivery and academic standards. For first follow-up visits, a second follow-up visit is required,