Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالــــي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Media Institution Management

1- **Basic Information:**

Course Name	Media Institution Management
Course ID	MIM645
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Midterm Exam	none
Exam	75 min
Registered Sessions Workload	18
Synchronized Session Workload	18
Credit Hours	4

2- **Pre-Requisites:**

Course	ID
None	-

3- **Course General Objectives:**

The course aims to introduce students to the emergence of management science.

And its later development to the stage of scientific revolution In the science of management which is responsible for raising competencies according to the principles and administrative theories that increase the ability of media institutions to compete And grow in all vital facilities of society

It is also important to inform students about how to manage human resources in media organizations. And the importance of training theoretically and practically which helps organizations to develop communicators' performances and produce media messages responsive to the needs and wishes of the public

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	Ministry of Higher Education	SVU	وزارة التعليــم العالـــــي
	Syrian Virtual University	الجامعــة الافتراضيــة السوريــة SYRIAN VIRTUAL UNIVERSITY	الجامعة الافتراضية السورية

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Evolution of administrative thinking
ILO2	Administrative processes in the media institutions
ILO3	Management of human resources in media institutions
ILO4	Administrative creativity in media institutions
ILO5	Management of training operations in media institutions
ILO6	Functionality of the dialer
ILO7	Organizational structure in media institutions
ILO8	Determinants of organizational structure in media institutions
ILO9	Job descriptions in media institutions
ILO10	General terms in media institution management

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5- **Course Syllabus** (18 hours of total synchronized sessions; 18 hours of total Recorded Sessions)

✓ **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Evolution of administrative thinking	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO2	Administrative processes in the media institute	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO3	Management of human resources in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO4	Administrative creativity in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO5	Management of training operations in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices	In this theoretical and practical book they are integrated together

				☐ Others	
ILO6	Functionality of the dialer	٣	٣	☐ Exercises ✓ ☐Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO7	Organizational structure in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO8	Determinants of organizational structure in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ Others	In this theoretical and practical book they are integrated together
ILO9	Job descriptions in media institutions	٣	٣	☐ Exercises ✓ Assignments ✓ Seminars ☐ Projects ☐ Practices ☐ others	In this theoretical and practical book they are integrated together
ILO10	General terms in media institution management	٣	٣	☐ exercises ✓ assignments ✓ seminars ☐ projects ☐ practices ☐ others	In this theoretical and practical book they are integrated together

6- Assessment Criteria (Related to ILOs)

ISC			Ex	Exams		Rpt	Reports
PF2F			PW				

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Evolution of administrative thinking		7-	8-	-٩	☐	١٠
ILO2	Administrative processes in the media institutions		11-	✓	✓	☐	✓
ILO3	Management of human resources in media institutions		١٢	✓	✓	☐	✓
ILO4	Administrative creativity in media institutions		١٣	✓	✓	☐	✓
ILO5	Management of training operations in media institutions		١٤	✓	✓	☐	✓
ILO6	Functionality of the dialer		١٥	✓	✓	☐	✓
ILO7	Organizational structure in media institutions		١٦	✓	✓	☐	✓
ILO8	Determinants of organizational structure in media institutions		١٧	18-	19-	☐	٢٠
ILO9	Job descriptions in media institutions		٢١	22-	23-	☐	٢٤
ILO10	General terms in media institution management		٢٥	٢٦	٢٧	☐	٢٨

7-Practice Tools:

Tool Name	Description
	none

8-Main References

1_Abd Albari Darrah zouhair alsabbagh ,human resources management, first edition, oman, Alnahda house for publishing and distribution 1986

2_Mohammad Sa'ed alhasan,management,theory and practice,Alwafaa house, Casablanca 1989

3_Ahmad Maher,management (principles and skills) ,modern Arabian office,AL iskandareah 1985

4_Richard B.Bascal ,japanease management art ,translation by mohammad hasan yas ,public administration institute,riyadh2006

5_Jack Dunkan,great ideas in management ,translation by mohammad alhadidi ,international house for publishing and distribution,cairo 2011

6_Ahman Sae'ed mostafa ,human resources management ,Almo'ade Al Jadedeh, Cairo, Egypt 2004

7_United nations, German united nations program, human development report for 1995,Arabic world house for printing, Cairo

8_Hasan Ahmad Altal'e,modern management training,1st floor,almasira house, Oman ,Jordan 2007

9_Omar Ahmad Awad ,management training education in the Arab world ,no 23,june 2001

10_Ahmad 3a'shour,human power management, Behavioral Foundations applied research,bairout ,alnahda house 1998

9-Additional References

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