

APPROVED

Bachelor of Web Media
 Faculty of EDICT (Engineering,Design and ICT)

Programme Title (Arabic)	ينورتائلال مالعالا يف سويرولالابل					
Acronym / Abbreviation *	BWM					
Nature	Unendorsed Qualification					
Programme Code	BWM8000	Programme Duration	4 Year/Cycle	Programme Level	Level 8	
Programme Credits	480	Award Category	Bachelors			
Effective From	2020/2021 Sem 2					
Owner	School of Creative Media					
Professional Body						
Professional Body	Recognition Status	Effective From	Interim Date	Professional Bodies	Contact Person	Evidence
Employability Skills	Yes	04/01/2021				
Target Groups *						
High School Graduates						
People in Employment						
Unemployed						
Qualification Completion Requirements Criteria	Awarded where candidates have met all of the requirements below:					
	<ul style="list-style-type: none"> Successful completion of, or exemption from, all courses listed in Schedule A . 					
	and					
	<ul style="list-style-type: none"> Achieve the Bahrain Polytechnic General Qualification Requirements as documented in Programme Approval Policy A-AB-001 					
	and					
	<ul style="list-style-type: none"> Completion of courses to accumulate a minimum of 480 credits from any Bahrain Polytechnic Qualification; 					

<p>Programme Overview *</p>	<p>Bahrain Polytechnic has been established by the Bahrain Government to address the need for a skilled Bahraini workforce to support economic growth and development. To support the development of the workforce Bahrain Polytechnic aims to produce graduates in applied, professional qualifications. It is widely acknowledged that the opportunities provided by the internet could be a key enabler for growth in any modern economy.</p> <p>In its relatively short history the World Wide Web has become a highly complex system that is increasingly important to the way people do business, communicate, study, and access information and entertainment. It is among the fastest growing sectors in the world. Many enterprises and governments in the GCC are recognizing this new status by creating specific job titles that call for specialist Web skills.</p> <p>The Bachelor of Web Media addresses the unique requirements of the Web industry, developing web skills for the growing local needs of e-Commerce and e-Government by addressing the interrelated nature of Web design, Web technology and e-Business.</p> <p>The World Wide Web is the core framework of the degree programme, with Design, Development and Business elements as major areas of study within that framework.</p> <p>For students who are unable to complete the full requirements of the degree, but have achieved core technical skills and knowledge, an exit diploma qualification may be achieved.</p>
<p>Entry and Selection *</p>	<p>Along with the general degree entry requirements, applicants must show competence in English and Mathematics.</p> <p>These specific requirements may be met by:</p> <ul style="list-style-type: none"> • Successful completion of: • AP4203English 2 <p>and</p> <ul style="list-style-type: none"> • AP4101 Mathematics 2 (General) <p>or</p> <ul style="list-style-type: none"> • Passing English and Mathematics Entry tests at the required level or equivalent. <p>NB Applicants with relevant work experience and track record in a relevant industry may be considered for direct entry to the degree programme as long as they meet the English requirements for entry.</p>
	<p>If there are more eligible applicants than available places then then applicant selection will apply:</p>

Selection and Criteria and Process *	<ul style="list-style-type: none"> • Selection Criteria • Prepared for and committed to academic study, based on academic track record • Selection Process • Students who have met entry requirements through the Bahrain Polytechnic Foundation programme will be given first priority. • Priority for all other applicants will be on the basis of entry test results.
Major Selection Criteria *	N/A
Accreditation / External Approval Requirements *	Placed on the NQF Framework
Attendance Requirements *	Institutional attendance requirements are described in the policy Student Attendance A/AB/010. There are no programme specific attendance requirements.
Qualification Overview *	<p>The Bachelor of Web Media addresses the unique requirements of the Web industry, developing web skills for the growing local needs of e-Commerce and e-Government by addressing the interrelated nature of Web design, Web technology and e-Business.</p> <p>The World Wide Web is the core framework of the degree programme, with Design, Development and Business elements as major areas of study within that framework.</p> <p>In the first year of the programme students study a range of core subjects: English, Web Authoring, Internet & Multimedia Technology and Web Design. In the second year students develop technical skills further and study the business side of the Web Media industry. In the third and fourth years students typically specialize in technology, design or management. In the final year, this knowledge is consolidated in the form of two project based courses - the Web Media Project course and Cooperative Learning Project (CLP).</p> <p>NB, For students who are unable to complete the full requirements of the degree, but have achieved core technical skills and knowledge, an exit diploma qualification may be achieved.</p>
	<p>The Bachelor of Web Media aims to address the growing needs and numerous unique requirements of the Web industry, developing Bahraini Web skills for the growing local needs of eCommerce and eGovernment by addressing the interrelated nature of Web design, Web technology and eBusiness.</p>

Qualification Aim *	The programme will make the World Wide Web the core framework of the degree programme, with Design, Development and Business elements as major areas of study within that framework.
Graduate Pathways and Destination *	<p>Depending on the focus of study, this programme prepares students for the following careers and/or employment opportunities:</p> <ul style="list-style-type: none"> • Web Designer • Web Developer • Interactive multimedia producer • PHP/XML programmer • ASP.NET developer • eContent manager for business and government • Webmaster • eBusiness entrepreneur • Online information systems manager • e-Marketing expert • Search engine Marketing expert • Electronic content author/creator • Teacher • Researcher <p>Students may move onto further learning in the fields of:</p> <ul style="list-style-type: none"> • Web technology, • Web design,

	<ul style="list-style-type: none">• eBusiness
Other Information *	This programme has an exit qualification, the Associate Degree in Web Media, which can be achieved by completing the first 3 years of the degree depending on courses taken.

Programme Learning Outcomes

On successful completion of this programme the learner will be able to :

Description
Demonstrate a critical understanding of the aesthetic, strategic, and technological aspects of digital media content and products
Demonstrate an understanding of local, regional and global issues associated with Internet-based communication
Master written, oral and visual skills relevant to the Web in English
Use digital media technologies and strategies in appropriate professional contexts;
Think critically, be innovative and engage in dialogue on issues relevant to the modern Web landscape
Team Work: Interact effectively with fellow Web Media team members or with those from different disciplines, through collaboration, collective endeavour and negotiation.
Communication: Articulate ideas and information comprehensively in visual, oral and written forms through effective communication and presentation skills
Technology: Utilise industry-standard technology effectively and ethically
Self-Management: Demonstrate the ability to study independently, set goals, manage their own work loads and meet deadlines
Problem Solving: Identify, critically analyse a problem, trouble-shoot, formulate and justify the most appropriate solutions
Initiative and Enterprise: Use strategic thinking to demonstrate resourcefulness, innovation and entrepreneurship in Web Media
Planning and Organizing: Initiate, plan, execute and manage work efficiently and effectively
Learning: Recognise the need to engage and progress with continuous learning

Semester Schedules

Year 1 / Semester 1

Core	
Course Code	Title
WM6002	Internet & Multimedia Technology 1
EL5005	Reading and Writing English for EDICT
WM6003	Web Design
WM6001	Website Authoring 1

Year 1 / Semester 2

Core	
Course Code	Title
WM6005	Internet & Multimedia 2
WM6009	Introduction to eMarketing
EL5006	Speaking and Listening English for EDICT

WM6004	Website Authoring 2
--------	-------------------------------------

Year 2 / Semester 1

Core	
Course Code	Title
WM6006	Audio & Video 1
WM6007	Content Management 1
EL6001	English for EDICT 3
WM6008	Strategic Web Communication

Year 2 / Semester 2

Core	
Course Code	Title
WM7002	3D Modeling and Animation 1
EL6002	English for EDICT 4
WM7001	Mobile Web Development
NR	National Requirements
Optional	
Course Code	Title
NR-Arabic	National Requirements- Arabic

Year 3 / Semester 1

Core	
Course Code	Title
WM8005	Advanced Design for the Web
WM7003	Human Computer Interaction
WM7005	Web Programming 1
Elective	
Course Code	Title
ELE1	Electives 1

Year 3 / Semester 2

Core	
Course Code	Title
WM8001	Audio and Video 2
WM7007	Web Marketing
WM8002	Web Programming 2
Elective	
Course Code	Title
ELE1	Electives 1

Year 4 / Semester 1

Core	
Course Code	Title
WM8004	Advanced Interactive Applications
WM7008	Web Media Project
WM8006	eCommerce and Entrepreneurship
Elective	
Course Code	Title
ELE1	Electives 1

Year 4 / Semester 2

Core	
Course Code	Title
WM8008	Cooperative Learning Project
WM8003	e-Business