

Reference No: 07.14.345.035

Tel.: 00 357 22504348

Fax: 00 357 22504392

email: ikonstantinou@dipae.ac.cy

23 Ιουνίου, 2022

Πρύτανι,
Πανεπιστήμιο UCLan

**ΘΕΜΑ: Αναβολή λήψης απόφασης για την Αξιολόγηση του Προγράμματος:
«Πτυχίο στην Παραγωγή Οπτικοακουστικών Μέσων»
(4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο)**

Έχω οδηγίες να αναφερθώ στο πιο πάνω θέμα και να σας ενημερώσω για τα ακόλουθα:

Ο Φορέας Διασφάλισης και Πιστοποίησης της Ποιότητας της Ανώτερης Εκπαίδευσης, κατά την 83^η του Σύνοδο, η οποία πραγματοποιήθηκε στις 20 Ιουνίου 2022, στη βάση του Άρθρου 20(1)(2)(στ)(i) των περί της Διασφάλισης και Πιστοποίησης της Ποιότητας της Ανώτερης Εκπαίδευσης και της Ίδρυσης και Λειτουργίας Φορέα για Συναφή Θέματα Νόμους του 2015 έως 2019 [136 (I)/2015 έως 35(I)/2019 και με βάση τις εισηγήσεις στην έκθεση της Επιτροπής Εξωτερικής Αξιολόγησης, η οποία έχει αποσταλεί στο ίδρυμά σας και τις παρατηρήσεις του ιδρύματός σας, έκρινε ότι δικαιολογείται η αναβολή λήψης απόφασης, πριν τη λήψη των τελικών αποφάσεων.

Συγκεκριμένα, θα πρέπει να προβείτε στις δέουσες ενέργειες για πλήρη συμμόρφωση επί των ακόλουθων παρατηρήσεων στην έκθεση ανατροφοδότησης της ΕΕΑ και να αποστείλετε την απάντησή σας:

**1. Study programme and study programme's design and development
(ESG 1.1, 1.2, 1.7, 1.8, 1.9)**

With regards to Section 1, the EEC was overall very satisfied with the exception of part of the section 1.2 (Design, approval, on-going monitoring and review), with respect to the design of the Programme, as it looked like the practical modules dominated at the expense of more theoretical modules. Having read the response of UCLan Cyprus, the EEC welcomes the changes made to the programme by the teaching team in order to address the comments made in the initial report. The EEC is happy to see that the new programme is characterized by a healthy balance between theoretical and practical components. More specifically, UCLan Cyprus has designed three new modules which are programme specific and compensate for the previous deficiency in the theoretical grounding of the programme. We are also very happy to see the creation of the new compulsory module MF3604 Dissertation.

With respect to the two modules MF1601 (Film, Television and Media Culture) MF2601 (Thinking through Film, Media and TV), the suggested content aligns with the suggestions made by the EEC. Nonetheless, we suggest that the promised balance between theory-practice (described in the general description of the modules) should be more carefully and appropriately reflected in the detailed module descriptors. Please see the next section for specific advice on how to better reflect this balance in the mapping of The General Learning Outcomes (GLO) of the suggested new modules.

2. Student - centered learning, teaching and assessment (ESG 1.3)

The EEC has read the response and welcome the initiatives of 1) enhancing the theoretical and research elements of the programme by adding three new programme-specific, compulsory modules (MF1601, MF2601 and MF3604), and 2) developing the curriculum map listing the skills expected to be developed by the students throughout the programme along with the relevant programme learning outcomes and the modules aiming at developing and assessing such skills. The committee also value that the team is committing itself to continue monitoring, evaluating, and improving the practice/theory-balance and the student skills.

The Course Purpose, Objectives and Learning Outcomes of the new courses as described in APPENDIX 1 promise an appropriate practice/theory balance. However, the balance formulated in these Course Purposes, Objectives and Learning Outcomes seems not to be reflected sufficiently in the mapping of The General Learning Outcomes (GLO) of the programme grouped in the 4 main categories, A, B C & D (APPENDIX 3, page 1). Some examples of how to improve the theory/practice balance in APPENDIX 3 will follow here:

- The EEC would suggest formulations like “Knowledge of theories and methodologies to understand and analyse the role of media and communication in culture and society” included in **category A**.
- **Category B (Subject Specific Skills)** could benefit from including descriptions matching the fomulations from Course MF3604: “Apply appropriate critical, analytical, theoretical or methodological approaches to a chosen topic, and/or “Work independently on a sustained piece of academic work” (both examples are copied from course description MF3604, APPENDIX 1).

- The **category C** called Thinking skills (a name which is a bit unclear) only contains formulations about production skills. But it should also reflect formulations from the course descriptions like, “Critically analyse media forms using a range of theoretical and contextual ideas” (copied from course description MF2601, APPENDIX 1) and/or “Enhance student confidence in applying relevant theoretical and conceptual approaches to a range of media texts” and/or “Encourage critical thinking regarding the concept of representation and its importance in the construction of concepts such as class, ethnicity, gender and identity” (copied from course description MF1601, APPENDIX 1).

Υπενθυμίζεται ότι, λαμβάνοντας υπόψη το υφιστάμενο Νομοθετικό πλαίσιο που διέπει τη διασφάλιση της ποιότητας της ανώτερης εκπαίδευσης στη Δημοκρατία, τα ιδρύματα ανώτερης εκπαίδευσης δεν μπορούν να λειτουργούν ούτε και να διαφημίζουν νέα προγράμματα σπουδών τα οποία δεν έτυχαν αξιολόγησης – πιστοποίησης από τον Φορέα.

Είμαστε στη διάθεσή σας για τυχόν επιπρόσθετες πληροφορίες ή/και διευκρινίσεις.

(Loucia D. Constantinou, PhD)
On Behalf of the President of
The Cyprus Agency of Quality Assurance
and Accreditation in Higher Education