

SPECIALTY: CORPORATE COMMUNICATION (COC)

PAPER: CASE STUDY

Nature of paper: WRITTEN

Credit Value: 14

Time Allowed: 04 Hours

I – LETTER HEAD

The letter head of the Question Paper shall obligatorily contain the following

II –FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from four core areas:, ORGANISATIONAL PSYCHOLOGY, HUMAN RESOURCE MANAGEMENT, BASICS OF MEDIA WRITING and CORPORATE SOCIAL RESPONSIBILITY, in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Problem Solving Questions given from different organizational scenarios	3	35	15/10/10	<u>ORGANISATIONAL PSYCHOLOGY</u> Questions MUST come from the following topics with NOT more than ONE from a single topic: ☐ ☐ Individual differences and Stress in the workplace ☐ ☐ Policy formulation ☐ ☐ Impact of policy on productivity ☐ ☐ Assessment methods for selection	Knowledge Comprehension Application

					and replacement of employees ☐ ☐ Selecting employees and Training ☐ ☐ Theories of employee motivation ☐ ☐ Feelings about work ☐ ☐ Productive and counterproductive employee behaviour ☐ ☐ Occupational health Psychology ☐ ☐ Leadership/Power in organizations ☐ ☐ Organisational development and theory ☐ ☐ Crisis management ☐ ☐ Internal Communication and Communication problems ☐ ☐ Human relations ☐ ☐ Physical psychological and social characteristics of the workplace; ☐ ☐ Drug use in the workplace ☐ ☐ Employment of persons with disabilities	
SECTION B	Problem Solving Questions given from	3	35	15/10/10	<u>HUMAN RESOURCE MANAGEMENT</u> • Problems of managing human resources	Knowledge Comprehension Application

	different management scenarios				• Personnel functions in organisations • Personnel management techniques (recruitment, selection, etc) • Personnel development • Work/ human relations	
SECTION C	Problem Solving Questions given from different scenarios	2	30	15/15	<u>CORPORATE SOCIAL RESPONSIBILITY</u> ☐ ☐ CSR and the law of economics ☐ ☐ CSR and social legitimacy ☐ ☐ CSR expectations in rich and in poor societies ☐ ☐ The iron law of social responsibility ☐ ☐ Moral and economic arguments for CSR - The Role of Stakeholders in CSR ☐ ☐ Stakeholder advocacy ☐ ☐ The role of business in society - Consumers' awareness and willingness to pay for socially responsible corporate behavior ☐ ☐ The communications revolution and its impact on CSR	Knowledge Comprehension Application

					☐ ☐ Globalization and CSR ☐ ☐ Success and failure with CSR initiatives ☐ ☐ Corporate response to citizen demands via CSR ☐ ☐ The five stages of organizational growth in CSR ☐ ☐ The Strategic Importance of CSR Implementation ☐ ☐ CSR as a balance between organizational means and ends ☐ ☐ The strategic lens: vision, mission, strategy, and tactics ☐ ☐ Environmental and other global forces propelling CSR ☐ ☐ Impact of globalization and communications technologies	
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III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

PAPER: PRACTICES IN CORPORATE COMMUNICATION

Nature of paper: PRACTICAL

Credit Value: 10

Time Allowed: 04 Hours

I – LETTER HEAD

The letter head of the Question Paper shall obligatorily contain the following:

II –FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from four core areas: **BASICS OF MEDIA WRITING, MEDIA RELATIONS and MULTI MEDIA and NEW MEDIA** in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Problem Solving Questions given from different scenarios	2	20	10/10	<u>BASICS OF MEDIA WRITING</u> ☐ ☐ The major differences between the print and electronic media ☐ Types of print media and their components (newspaper, Magazines)	Knowledge Comprehension Application

					etc) and their contents ☐ ☐ The principles and practice of Broadcasting ☐ ☐ Importance of Programming ☐ ☐ Announcing ☐ ☐ The news concept, news gathering methods, ☐ ☐ Writing for different media ☐ ☐ types of news and News values ☐ ☐ Qualities of the communicator ☐ ☐ Tools for communication and Their uses ☐ ☐ Impact of technology on Mass communication	
SECTION B	Problem Solving Questions given from different scenarios	4	30	10/10/5/5	<u>MEDIA RELATIONS</u> ☐ Media Relations, strategies for agencies, organizations, businesses, ministries and mission organizations. ☐ ☐ Balanced media coverage, respond to requests for interviews, data or other questions aimed at publication or broadcast on various deadlines. ☐ ☐ media relations practice as applied to the media marketplace.	Knowledge Comprehension Application

					Needs within organizations for PR ☐ ☐ PRO as a decision maker ☐ ☐ Mutuality in media relations ☐ Recognizing what creates and qualifies news: ☐ ☐ Crafting news messages. ☐ ☐ Organizing special events: exhibitions-trade fares-press conference-Friendship with the media ☐ ☐ Getting ready for interview-use of microphone ☐ ☐ Differentiating between PR and advertisingProducing articles and news stories as, media relations ☐ ☐ Organizing campaigns and exhibitions ☐ ☐ Terminology, trends within organizations and the Mass MediaEmploying current technology to enhance PR efforts in	
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					a variety of campaigns and Programs.	
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SECTION C	Problem Solving Questions given from different scenarios	3	25	10/10/5	<u>MULTI MEDIA</u> ☐ ☐ Basic values of journalism applied to the new media ☐ ☐ Principles of Web design, information architecture, usability of news Web sites. ☐ ☐ Gathering information on the Web, principles of Computer-Assisted Reporting ☐ ☐ Principles of writing and editing for the Web ☐ ☐ Blogs and participatory journalism. The audiences' engagement with news Web sites. ☐ ☐ Basic principles of video and photo for the Web. The multimedia newsrooms: how the Internet is changing the structure of news organizations Ethical and legal problems of online journalism. - Blogs and participatory journalism.	Knowledge Comprehension Application
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					☐ ☐ The audiences' engagement with news Web sites. ☐ ☐ Basic principles of video and photo for the Web. ☐ ☐ The multimedia newsrooms: ☐ ☐ how the Internet is changing the structure of news organizations	
SECTION D	Data Response and Problem Solving Questions	4	25	10/5/5/5	<u>NEW MEDIA</u> ☐ ☐ The New media ☐ ☐ The characteristics of new media: some defining concepts ☐ ☐ Change and continuity ☐ ☐ New Media and Visual Culture ☐ ☐ The virtual and visual culture ☐ ☐ The digital virtual ☐ ☐ Perspective, camera, software ☐ ☐ Virtual images/Images of the virtual ☐ ☐ Digital cinema ☐ ☐ Networks, Users and Economics what is the Internet? ☐ ☐ Economics and networked media culture ☐ ☐ Political economy	Knowledge Comprehension Application Analysis Synthesis

III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

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PAPER: CONTEMPORARY ISSUES AND COMMUNICATION

Credit Value: 8
Time Allowed: 03 Hours

I – LETTER HEAD

The letter head of the Question Paper shall obligatorily contain the following:

II –FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from two core areas: MARKETNG AND ADVERTISING, BUSINESS COMMUNICATION in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Data Response and Problem Solving Questions	3	50	20/20/10	<u>MARKETING AND ADVERTISING</u> Digital Marketing ☐ ☐ Emerging Trends – Cloud Computing and its Impact ☐ ☐ Digital Marketing Platforms ☐ ☐ Understanding how technologies are harnessed to create new business models and platforms ☐ Consumer Behaviour	Knowledge Comprehension Application Analysis Synthesis

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					□ □ Understanding Consumer Behavior: Concept, □ □ Understanding Online Consumer Behaviour, □ □ Culture, Spotting Challenges and Opportunities □ Integrated Marketing Communication □ □ Understanding Integrated Marketing Communication : Concept, Definitions, Creating an Integrated Marketing Communication Plan, IMC components: Advertising Tools, Promotional Tools, Integration Tools, Activation Tools □ Hybrid Marketing – Integrating Digital Marketing with Conventional Marketing □ □ Value of Corporate Advertising □ □ Media for Corporate Advertising □ □ Effective Corporate Campaigns □ □ Psychological Perspectives on Corporate Advertising □ □ Branding Strategy & Brand Equity □ □ Criticisms of Corporate Advertising	
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					□ □ the Future of Corporate Advertising	
SECTION B	Data Response and Problem Solving Questions	3	50	20/20/10	BUSINESS COMMUNICATION EFFECTIVE COMMUNICATION IN BUSINESS: characteristics, process, importance of communication in business, different kinds of communication, features of communication. □ □ THE PROCESS OF BUSINESS COMMUNICATION Elements of communication, communication concepts. Non verbal Communication, process of preparing effective business messages, planning steps, basic organisational plans, beginnings and endings, composition of the message. □ □ EFFECTIVE COMMUNICATION PRINCIPLES: Through styles: completeness, clarity, conciseness, correctness, concreteness, gestures: considerations, manners: courtesy,	Knowledge Comprehension Application Analysis Synthesis

					presentations and follow-up or feedback. □ □ BUSINESS LETTERS: Direct request letter, letter of inquiries, claims and requests for adjustments, requests regarding routine business or public causes, invitations, orders, reservations, favourable replies, unsolicited favourable messages, request, sales letter, evaluating your achievements, market research, making preliminary career decisions, resume, job application letter.	
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III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

PAPER: BUSINESS AND CORPORATE COMMUNICATION

Nature of paper: WRITTEN

Credit Value: 06

Time Allowed: 02 Hour

I –FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from one sub-core area: CONFLICT MANAGEMENT AND BUSINESS MANAGEMENT in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Problem Solving Questions given from different scenarios	4	50	20/10/10/10	<u>CONFLICT MANAGEMENT</u> ☐ Differences and similarities between Crisis and Conflict ☐ Understanding Crises and Conflict Management ☐ Understanding the causes ☐ Usefulness of Crisis Management ☐ Stages of conflicts	Knowledge Comprehension Application

					☐ Approaches and styles of conflict management ☐ Communication and Crises/Conflict Management ☐ Conflict Resolution ☐ The notion of fairness in Crises Management ☐ Biblical Foundation for Conflict Management	
SECTION B	Data Response and Problem Solving Questions	4	50	20/10/10/10	<u>BUSINESS MANAGEMENT</u> ☐ Types of businesses ☐ The role of technology in the application of management principles ☐ Skills required for career success ☐ Managing change in business ☐ Social, cultural, economic and environmental cases ☐ Business correspondences (reading writing and speaking) ☐ The role of managers ☐ Decision making ☐ Management styles	Knowledge Comprehension Application

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					☐ ☐ The impact of external variables ☐ ☐ Business research and its instruments ☐ ☐ Team work/ feedback ☐ ☐ Setting and attaining management goals ☐ ☐ Effective planning ☐ ☐ Globalization and change	
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III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

PAPER : INTRODUCTION TO MASS COMMUNICATION (common COC and JOU)

Nature of paper: WRITTEN

Credit Value: 06

Time Allowed: 02 Hours

–FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from one sub-core area:

INTRODUCTION TO MASS COMMUNICATION in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Data Response and Problem Solving Questions	2	50	25/25	<u>INTRODUCTION TO MASS COMMUNICATION</u> 1. The Internet, Digital Media and Media Convergence ☐ ☐ Mass media and the Process of communication ☐ ☐ Surveying the cultural landscape, critiquing media and culture	

					☐ Evolution of the internet ☐ From Media Convergence to the Web, the internet and democracy 2. Sound Recording and Popular Music ☐ Development of sound-recording ☐ The music industry; US and the world. ☐ The Business of Sound recording ☐ Popular Radio and the Origins of Broadcasting ☐ Evolution of Radio technology and social impact ☐ The economics of radio broadcast ☐ Radio and democracy	
SECTION B	Problem Solving Questions given from different entrepreneurial situations.	2	50	25/25	☐ Television and Cable: The power of visual culture ☐ Development of TV and programming trends ☐ Development of Cable ☐ Regulatory challenges and the economics of ownership of TV and Cable Movies and the impact of images	Knowledge Comprehension Application

					☐ ☐ Evolution of Movies and the rise of Hollywood ☐ ☐ The Studio system golden age ☐ ☐ The economics of business ☐ ☐ Popular movies and democracy	
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III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

PAPER: ENTRPRENURIAL STUDIES

Nature of paper: WRITTEN

Credit Value: 02

Time Allowed: 02 Hours

–FORMAT, TYPOLOGY and TOPICS

The Question Paper shall be constructed on 100 marks from one sub-core area:
ENTREPRENEURSHIP in accordance to the following elements:

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Problem Solving Questions given from different entrepreneurial situations.	2	50	25/25	<u>ENTREPRENEURSHIP</u> ☐ ☐ Types of entrepreneurs ☐ ☐ Entrepreneurial Motivations, variables, creativity and innovation ☐ ☐ Concept of Business and Business Environment ☐ ☐ Forms of Business Ownership and Legal Implications	Knowledge Comprehension Application

SECTION B	Problem Solving Questions given from different entrepreneurial situations.	2	50	25/25	Accountability in private business ☐ ☐ Management of small scale industries ☐ ☐ Teamwork, Group Dynamic and Entrepreneurship ☐ ☐ Writing Business Plan and Feasibility Studies	Knowledge Comprehension Application
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III–SUBMISSION OF QUESTION PAPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

PAPER : MEDIA AND STRATEGY RELATIONS

Credit Value: 04

The Question Paper shall be constructed on 100 marks from six sub- core areas: NEWSPAPER AND MAGAZINE PRODUCTION, COMMUNICATION STRATEGY, MEDIA MANAGEMENT, MEDIA STUDIES, EDITTORIAL WRITING in accordance to the following elements:

I –FORMAT, TYPOLOGY and TOPICS

FORMAT	TYPOLOGY				TOPICS TO BE COVERED	OBJECTIVES TO BE TESTED
	Nature of Questions	Number of Questions	Percentage Weight in the paper	Mark Allocation per Question		
SECTION A	Data Response and Problem Solving Questions	4	20	5/5/5/5	<u>NEWSPAPER AND MAGAZINE PRODUCTION</u> - Classification of Newspapers and Magazines - Mission statement, editorial policy, house style, editorials - Function of editorial pages, opinion pages and editorial cartoons - Newsroom personnel and organization - Copy flow and copy editing	Knowledge Comprehension Application Analysis Synthesis

					- The concept of gatekeeping - Conflict of Dual mandate and business interest - Need for photographs and cartoons in newspapers/magazines - Photo-selection and editing - Legal and ethical issues in photoselection and editing - Legal and ethical issues in newspaper/magazine production - Why editing and page make-up - Copy fitting and types of page make-up - Elements of page make-up - Headlines and their importance - The printing process - ICT's application in newspaper/magazine production - Factors militating against newspaper/magazine production in Cameroon	
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SECTION B	Data Response and Problem Solving Questions	4	20	5/5/5/5	<u>COMMUNICATION STRATEGY</u> - Success and failures of communication programmes - Public relations, definition, history and theories of public relations, Public relations Industry - Research methods, research design - Practicing quantitative research - Practicing qualitative research, Researching Specializations - Planning, Implementation, Evaluation - Practicing tactics. - Organizing timely events - Crises management principles - Using the media at the appropriate time - Suggesting with solutions - Good relations with members of the organization -	Knowledge Comprehension Application Analysis Synthesis
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SECTION C	Data Response and Problem Solving Questions	4	20	5/5/5/5	<u>MEDIA MANAGEMENT</u> • basic management principles, • Managerial skills in media production and promotion; • Market for visual media products; market analysis and meeting the demand. • Online marketing, • mob sourcing. ☐ Media • production planning: production objectives/goals; Mobilising human resources — production crew and cast, contracts and call sheets; Acquiring/hiring equipment and properties; Booking studio floor and time, mounting sets.	Knowledge Comprehension Application Analysis Synthesis
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SECTION D	Data Response and Problem Solving Questions	4	20	5/5/5/5	MEDIA STUDIES ☐ The various forms of media ☐ Difference between mass media and ordinary media ☐ Characteristics of each medium and their advantages/disadvantages ☐ Advertising media and their values ☐ The Print media and their impact in the economy, society and governance ☐ The electronic media and their impact in the economy, society and governance ☐ The new media ☐ History of the new media and their evolution ☐ Globalization and the new media ☐ Problems and prospects of the new media in developing countries ☐ Mass media production ☐ Factors affecting the development of broadcasting in Cameroon	Knowledge Comprehension Application Analysis Synthesis
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SECTION E	Data Response and Problem Solving Questions	2	20	10/10	<u>EDITORIAL WRITING</u> - Reasons for editorials - The editor - The editorial board - Editorial conference - Issues discussed at the editorial conference - Editorial research - Difference between press conference and editorial conference - Editorial topics and examples - Sources of material → Writing - Conceiving ideas - Editorial writing principles - The opening paragraph - Components of the body - Making it interesting - Conclusion - Difference between editorial and features/opinion - Audience and feedback mechanism - Letter to the editor	Knowledge Comprehension Application Analysis Synthesis
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III- SUBMISSION OF QUESTION PAPPER

The Question Paper shall be submitted alongside its Marking Guide both in Hard and Soft Copies to the Examination Authorities.

SPECIALITY: MEDIA PHOTOGRAPHY AND AUDIO-VISUAL (MPA)

PAPER: CASE STUDY

NATURE OF QUESTION PAPER: Professional Paper (written)

DURATION OF THE PAPER: 06 hours

CREDIT: 14

OBJECTIVE:

This paper aims to assess the level of the candidates on:

- Photographic theories and techniques
- Audiovisual theories and techniques
- Professional photography
- Radio and TV production
- Radio and TV production

6) STRUCTURE OF THE PAPER

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATION	%	NBER OF POINTS	CREDIT
Case study	MPA	Photographic theories and techniques	75 mn	20%	20	04
		Audiovisual theories and techniques	75 mn	20%	20	04
		Professional photography	75 mn	20%	20	02
		Radio and TV production	75 mn	20%	20	02
		Audio visual production	75 mn	20%	20	02

7) PRESENTATION OF THE TEST

Theme:

The theme of the test is linked to the design and production of a TV program

Example of theme: PRODUCTION OF A TV MAGAZINE

Subject:

It develops the terms of reference for the work to be done as well as all the technical specifications required.

❖ PART-I: Photographic theories and techniques

Objective:

This part aims to evaluate the level of candidates on questions of photographic theory and techniques.

Contents:

- General photography
- Photographic theories
- Photographic techniques

❖ PART-II: Audiovisual theories and techniques

Objective:

This part aims to evaluate the level of candidates on questions of audiovisual theories and techniques.

Contents:

- General information on audiovisual
- Audiovisual theories
- Audiovisual techniques

❖ PART-III: Professional photography

Objective:

This part aims to evaluate the level of candidates on professional photography questions.

Contents:

- Industrial photography
- Landscape photography
- Model photography
- Air Photo ...

❖ PART-IV: Radio and TV production

Objective:

This part aims to evaluate the level of the candidates on radio and TV production issues.

Contents:

- General information on production
- Radio production
- TV production

❖ PART-V: Radio and TV production

Objective:

This part aims to evaluate the level of the candidates on questions of radio and TV production.

Contents:

- General information on audiovisual
- Radio production
- TV production

8) EVALUATION CRITERIA

The elements on which the evaluation is based:

- The precision of the answers
- General culture

PAPER : AUDIOVISUAL LAW AND PROFESSIONAL ETHICS

TYPE OF THE PAPER: Cross-sectional test (written)

DURATION OF THE PAPER: 03 hours

CREDIT: 03

OBJECTIVE:

This test aims to assess the level of candidates on:

- Audiovisual law and its correlations with copyright and intellectual property
- Ethics and professional conduct
- The right of work

6) STRUCTURE OF THE EVENT

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATI ON	%	NBER OF POINTS	CREDIT
AUDIOVISUAL LAW PROFESSIONAL ETHICS	MPA	Audiovisual law	60 mn	40%	08	01
		Ethics and professional conduct	60 mn	30%	06	01
		Labor law	60 mn	30%	06	01

7) PRESENTATION OF THE TEST

❖ PART-I: Audiovisual law

Objective:

This part aims to evaluate the level of candidates on legal issues related to audiovisual

Contents:

- Audiovisual law
- Intellectual property
- Copyright and rights related to copyright

❖ PART-II: Ethics and professional conduct

Objective:

This part aims to evaluate the level of candidates on questions of ethics and professional conduct.

Contents:

- Professional Ethics
- Professional ethics

❖ PART-III: Labor law

Objective:

This part aims to assess the level of candidates on labor law issues.

Contents:

- Legal environment
- Employer rights
- Worker's rights

8) EVALUATION CRITERIA

The elements on which the evaluation is based:

- The precision of the answers

PAPER: HISTORY AND THEORY OF ARTS

NATURE OF PAPER: Fundamental test (written)

DURATION OF THE PAPAER: 03 hours

CREDIT: 04

OBJECTIVE:

This test aims to assess the level of candidates in:

- ✓ Cultural Context Understanding
- ✓ Critical Analysis Skills
- ✓ Understanding Aesthetic Principles
- ✓ Historical Contextualization of Technology

It is a test of knowledge in physical and chemical sciences. This test consists of at least ten questions and a maximum of fifteen questions. The objective of the test is to examine the learner's skills in the physical and chemical sciences related to photography and audiovisual.

The study of the history and theories of arts in the context of media photography and audiovisual fields aims to enrich students' creative endeavors, foster critical thinking, and provide a well-rounded understanding of visual communication within cultural and historical frameworks.

6) STRUCTURE OF THE PAPAER

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATION	%	NBER OF POINTS	CREDIT
HISTORY AND THEORIES OF ARTS	MPA	Cultural Context Understanding	45 mn	25%	05	01
		Critical Analysis Skills	45 mn	25%	05	01
		Understanding Aesthetic Principles	45 mn	25%	05	01
		Historical Contextualization of Technology	45 mn	25%	05	01

7) PRESENTATION OF THE TEST

❖ PART-I: Cultural Context Understanding

Objective:

Provide students with a comprehensive understanding of the historical and cultural contexts that have influenced artistic expressions over time

Contents:

- General understanding of context

❖ PART-II: Critical Analysis Skills

Objective:

Develop students' critical analysis skills to evaluate and interpret visual art within the context of cultural and historical movements

Contents:

- General analytic skills

❖ PART-III: Understanding Aesthetic Principles

Objective:

Familiarize students with aesthetic principles and theories that underpin visual arts, providing a foundation for creating visually appealing and meaningful media content.

Contents:

- Aesthetic principles applied to photography

❖ PART-IV: Historical Contextualization of Technology applied to audiovisual.

Objective:

Explore the historical development of artistic technologies and their impact on media production, photography, and audiovisual storytelling.

Contents:

- Technologies applied to audiovisual

8) EVALUATION CRITERIA

The elements on which the evaluation is based:

- The precision of the answers

PAPER: CREATIVE IDEAS

DURATION OF THE PAPER: 3 HOURS

CREDITS: 3

TYPE OF THE PAPER: written

GENERAL OBJECTIVES:

This paper aims to assess the level of candidates on :

- Their ability to quickly generate bright ideas based on defined specifications ;
- The conceptualization of these ideas ;
- The appropriation of an original model.

paper structure :

This Paper must be structured as follow :

This Paper must be structured as follow :					
PAPER	OPTIONS	SECTIONS	Duration	%	Mark
CREATIVE IDEAS	MPA	Looking for artistic ideas	30mn	20	08
		Art concept	40mn	30	12
		Artistic-technical model	1h50mn	50	40
Total				100	60

1. PRESENTATION OF THE PAPER:

Theme :

The theme of the paper is linked to the process of triggering the creativity of an artistic work or a multimedia project.

Example of theme :

- Artistic work: An African woman engaged in agriculture.
- Multimedia project: Design of a logo based on the client's ideas.

PART 1 : Search for artistic ideas /08 pts

Objective : This part aims to evaluate the candidates' aptitude in mastering the elements of the search for ideas.

Contents :

- The triggering of creativity;
- The origin of ideas ;
- Inspiration.

PART 2 : Artistic concept /12 pts

Objective : This part aims to evaluate the candidates' aptitude in mastering artistic concepts.

Contents :

- preparation of elements of artistic concepts ;

- the arrangement of creative ideas ;
- the originality of ideas.

PART 3 : Artistic-technical model /40 pts

Objective : This part aims to evaluate the candidates' aptitude for producing the artistic-technical model.

Contents :

- Sketches of the artistic work or multimedia project;
- Color formatting;
- Cleaning up the artistic work or rendering the multimedia project.

2. EVALUATION CRITERIA :

The evaluation of the different parties concerns:

- The accuracy of the responses;
- Preparation of the format ;
- The variation of shapes and colors;
- The precision of the lines;
- The cleanliness and presentation of the model.

PAPER: TAKING SOUND AND VIDEO IMAGES

TYPE OF PAPER: Professional test (practical)

DURATION OF THE PAPER: 06 hours

CREDIT: 07

OBJECTIVE:

This test aims to assess the level of candidates on:

- Practice of sound recording
- The practice of video shooting
- The oral presentation of its production

6) STRUCTURE OF THE PAPER

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATION	%	NBER OF POINTS	CREDIT
TAKING SOUND AND VIDEO IMAGES	MPA	WORK TO BE DONE (WTD)	05 h	75%	15	05
		Oral	01 h	25%	5	02

7) PRESENTATION OF THE PAPER

Theme:

The theme of the PAPER is linked to the practice of video at home as well as in business.

Example of theme: AERIAL VIDEO OF THE MFOUNDI CANAL

Subject:

It develops the terms of reference for the work to be done as well as all the technical specifications required.

❖ PART-I: Work to be done (TAF)

Objective:

This part aims to evaluate the level of candidates on the questions of sound recording and video images

Contents:

- Sound recordings
- Shooting techniques
- Shooting practice
- Shooting support

❖ PART-II: Oral

Objective:

This part aims to evaluate the level of candidates on the questions of sound recording and video images.

Contents:

- Defend your production orally
- Oral questions

8) EVALUATION CRITERIA

The elements on which the evaluation is based:

- The precision of the answers
- General culture
- Physical and psychological skills in creativity

PAPER: PHOTOGRAPHIC SHOTS

TYPE OF PAPER: (practical)

DURATION OF THE PAPER: 06 hours

CREDIT: 07

OBJECTIVE:

This test aims to assess the level of candidates on:

- Photographic practice
- The oral presentation of its production

STRUCTURE OF THE PAPER

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATION	%	NBER OF POINTS	CREDIT
PHOTOGRAPHIC SHOTS	MPA	Work to be done (WTD)	05 h	75%	15	05
		Oral	01 h	25%	5	02

7) PRESENTATION OF THE PAPER

Theme:

The theme of the test is linked to the practice of photography.

Example of theme: INDUSTRIAL PHOTOGRAPHY

Subject:

It develops the terms of reference for the work to be done as well as all the technical specifications required.

❖ PART-I: Work to be done (WTD)

Objective:

This part aims to evaluate the level of candidates on the questions of Photographic shooting

Contents:

- Shooting techniques
- Shooting practice
- Shooting support

❖ PART-II: Oral

Objective :

This part aims to evaluate the level of candidates on photographic shooting questions.

Contents:

- Defend your production orally
- Oral questions

8) EVALUATION CRITERIA

The elements on which the evaluation is based:

- The precision of the answers
- General culture
- Physical and psychological skills in creativity

PAPER: RADIO AND TELEVISION EDITING AND MIXING

TYPE OF PAPER: (practical)

DURATION OF THE PAPER: 06 hours

CREDIT: 07

OBJECTIVE:

This test aims to assess the level of candidates on:

- Radio and TV editing
- Radio and TV mixing

STRUCTURE OF THE PAPER

It should be structured as follows:

PAPER	SECTOR SPECIALITY	SECTIONS	DURATION	%	NBER OF POINTS	CREDIT
RADIO AND TELEVISION EDITING AND MIXING	MPA	Work to be done (WTD)	05 h	75%	15	05
		Oral	01 h	25%	5	02

7) PRESENTATION OF THE PAPER

Theme:

The theme of the test is linked to the post-production phase.

Example of theme: ASSEMBLY AND MIXING OF A TV SPOT

Subject:

It develops the terms of reference for the work to be done as well as all the technical specifications required.

❖ PART-I: Work to be done (TAF)

Objective:

This part aims to evaluate the level of candidates on questions of radio and television editing and mixing.

Contents:

- Radio and TV editing
- Radio and TV mixing

❖ PART-II: Oral

Objective:

This part aims to evaluate the level of candidates on questions of radio and television editing and mixing.

Contents:

- Defend your production orally
- Oral questions

FIELD : MEDICAL AND BIOMEDIACAL SCIENCES

SPECIALTY : NURSING (NUS)

PAPER: CASE STUDY

Credit Value : 14

Structure of each exam paper

Objective/s of the Paper Student's expected to be able to analyze and manage cases in point

Nature of the Exam Paper Written

Format of the exam

Exam paper	Option	Different sections of the paper	Duration per section	Mark allocated	Percentage (%)
Case study	NUS	Section A: MCQ	1 hours	25	25
		Section B: Structural Questions	1.5 hours	25	25
		Section C: Essay	2.5 hours	50	50
		total		100	100

Content

- ☐ Pathologies and nursing care (30%)
- ☐ Clinical pharmacology (20%)

PAPER: MOTHER AND CHILD HEALTH

Credit Value: 5

Objective/s of the Paper Students are expected to describe the anatomy and physiology of the mother and child and related pathologies

Nature of the Exam Paper Written

Format of the exam

Exam paper	Option	Different sections of the paper	Duration per section	Mark allocated	Percentage (%)
Mother and child health	NUS	Section A: MCQ	1 hour	30	30
		Section B: Structural Questions	1 hour	40	40
		Section C: Essay	1 hour	30	30
Mark total				100	100

Content

- ☐ Reproductive health (20%)
- ☐ Obstetric care and pathology (40%)
- ☐ Paediatric pathologies and child care (40%)

PAPER: NURSING SCIENCE

Credit Value: 5

Objective/s of the Paper Student is expected to illustrate mastery in philosophy of nursing, mental health and apply appropriate techniques in the various medico-surgical specialties

Nature of the Exam Paper Written

Format of the exam

Exam paper	Option	Different sections of the paper	Duration per section	Mark allocated	Percentage (%)
Nursing Science	NUS	Section A: MCQ	1 hour	30	30
		Section B: Structural Questions	1 hour	40	40
		Section C: Essay	1 hour	30	30
Mark total				100	100

Content

- ☐ Fundamentals of nursing (philosophy/concepts and theories in nursing sciences, history of nursing profession and the nursing process) – 40%
- ☐ Medico-surgical specialties (ENT, ophthalmology, dermatology and stomatology) – 25%
- ☐ Emergency nursing (first aid and surgical emergencies) – 15%
- ☐ Geriatric nursing – 10%
- ☐ Psychiatric nursing – 10%

PAPER: NURSING PRACTICE

Credit Value: 10

Objective/s of the Paper Student is expected to apply knowledge in different aspect of nursing care with dexterity

Nature of the Exam Paper Practice

Format of the exam

Exam paper	Option	Different sections of the paper	Duration per section	Mark allocated	Percentage (%)
Nursing Practice	NUS	Section A: Preparatory phase	40 mins	20	20
		Section B: Per procedure phase	2 hrs	50	50
		Section C: Post procedural	40 mins	15	15
		Section D: Oral evaluation	40 mins	15	15
Mark total				100	100

Content

- ☐ Medical unit -25%
- ☐ Surgical/reanimation/casualty-25%
- ☐ Maternity-25%
- ☐ Paediatric-25%