



NATIONAL INTELLIGENCE AND RESEARCH UNIVERSITY COLLEGE (NIRUC)

**CURRICULUM FOR
MASTER OF ARTS IN STRATEGIC INTELLIGENCE COMMUNICATION (MSIC)**

**P. O. Box 30091 – 00100,
Tel: +254-20 3299000/2930000/2225901
CITY: NAIROBI, KENYA**

FEBRUARY 2021

This Degree Programme Was
approved by the Commission for
University Education on:

02 FEB 2021

.....
Authorised Signature

21/6/184

TABLE OF CONTENTS

LIST OF TABLES	v
ABBREVIATIONS.....	vi
1.0 GENERAL INTRODUCTION	1
1.1 Vision and Mission.....	1
1.1.1 Vision	1
1.1.2 Mission	1
1.2 Philosophy of the Institution	1
1.3 University College Admission Requirements	2
1.3.1 Minimum University College Entrance Requirements	2
1.3.2 Other Admission Requirements	2
1.3.3 Procedures of application for admission to the University College	3
1.4 Academic Resources	3
1.4.1 Facilities and Equipment	3
1.4.2 Academic Staff.....	5
1.5 Programmes Offered by the Institution	5
1.5.1 List of all Academic Programmes offered.....	5
1.5.2 Duration of each Programme	6
1.5.3 Definitions.....	6
1.5.4 Academic Organization of the Programme	6
2.0 CURRICULUM	8
2.1 Title of the Programme.....	8
2.2 Philosophy of the Program	8
2.3 Rationale of the Programme.....	9
2.3.1 Needs Assessment / Market Survey / Situation Analysis.....	9
2.3.2 Stakeholder Involvement.....	11
2.3.3 Justification for the Programme	12
2.4 Goal of the Programme	12
2.5 Expected Learning Outcomes of the Programme.....	12
2.6 Mode of Delivery	13
2.6.1 Student engagement	13
2.7 Academic Regulations for the Programme.....	14
2.7.1 Admission requirements for the proposed programme	14
2.7.2 Requirements for Credit Transfer.....	14
2.7.3 Course requirements.....	14

2.7.4	Student Assessment Policy / Criteria	15
2.7.5	Grading system.....	16
2.7.6	Examinations regulations	17
2.7.7	Moderation of examinations.....	17
2.7.8	Graduation requirements	17
2.7.9	Classification of degrees	18
2.7.10	Description of thesis/dissertation/project	18
2.8	Course Evaluation	21
2.9	Management and Administration of the Programme	21
2.10	Courses/Units Offered for the Programme.....	22
2.10.1	Distribution table.....	22
2.10.2	Programme Learning Outcome Matrix	24
2.10.3	List of Courses/Units Offered for the Programme	26
2.10.4	List of Programme Courses	27
2.10.5	Total credit hours, lecture hours, contact hours and course units required for graduation..	28
3.0	COURSE DESCRIPTIONS	30
3.1	University College Core Course Descriptions	30
3.1.1	SGS 6000 Theory and Practice of Strategic Intelligence	30
3.1.2	SGS 6001 Research Methods in Strategic Intelligence.....	32
3.1.2	SGS 6002 Strategic Intelligence and National Interests/ Security	34
3.1.3	SGS 6003 Seminar on Strategic Intelligence	36
3.2	Programme Core Courses.....	38
3.2.1	MSIC 6010 Strategic Communication	38
3.2.3	MSIC 6011 Theories of Communication	40
3.2.4	MSIC 6012 Propaganda, persuasion and influence.....	42
3.2.5	MSIC 6013 Communication, Intelligence and National Security.....	44
3.2.6	MSIC 6014 Writing for Intelligence Professionals.....	46
3.3	Programme Electives.....	49
3.3.1	MSIC 7000 Strategic Political Communication.....	49
3.3.2	MSIC 7001 Public Policy and Advocacy.....	51
3.3.3	MSIC 7002 Influence and Deception Operations	53
3.3.4	MSIC 7003 Commanding Narratives.....	54
3.3.5	MSIC 7004 Journalism for Intelligence Professionals.....	56
3.3.6	MSIC 7005 Ethical and Legal Issues in Intelligence Communication.....	58
3.3.7	MSIC 7006 Strategic Communication Planning and Management	59
3.3.8	MSIC 7007 Media Content Production Lab	61
3.3.9	MSIC 7008 Advanced Propaganda Strategies	62

- 3.3.10 MSIC 7009 Digital and Online Communication64
- 3.3.11 MSIC 7010 Communication and Global Politics65
- 3.4 Research67
 - 3.4.1 MSIC 7900 Thesis/Project67
- 4.0 4.0 APPENDICES..... 70
 - 4.1 Appendix I: Facilities70
 - 4.2 Appendix II: Equipment and Teaching Materials72
 - 4.3 Appendix III: Core Texts and Journals.....71
 - 4.4 Appendix IV: Academic staff.....112
 - 4.5 Appendix V: University college policy on Curriculum development118
 - 4.6 Appendix VI: Graduate Programmes Students Handbook.....122
 - 4.7 Appendix VII: Rules and Regulations for Student Conduct and Discipline141
 - 4.8 Appendix VIII: Examination Policy, Procedures and Regulations153
 - 4.9 Appendix IX: Academic Quality Framework: Policies and Procedures171
 - 4.10 Appendix X: Student Evaluation of Teaching (SET) Form188
 - 4.11 Appendix XI: Report of the Stakeholder Engagement and Needs Assessment Survey191
 - 4.12 Appendix XII: A report of the Stakeholders Review of Academic Programmes workshop
.....205

LIST OF TABLES

Table 2.1: Grading System.....	16
Table 2. 2: Number Of Courses, Credit And Lecture Hours, Core Courses	22
Table 2. 3: Learning Outcome Table.....	24
Table 2. 4: Common Courses, Core Courses, Specialization/Option Area Courses	26
Table 2. 5: Programme Courses	27