

FOUNDATION UNIVERSITY ISLAMABAD



BS MEDIA & COMMUNICATION

Department of Arts & Media

Road Map BS Media and Communication

Duration:	08 Semesters (4 years)
Courses	126 Credits
Projects/Thesis	03 Credits
Internship	03 Credit
Total	132 Credits

BSMC Scheme of Study

Sr No	Categories	Number of Courses	Credit Hours
1.	General Education Courses	12	30
2.	Major Courses	24	72
3.	Minor or Optional Courses	4	12
4.	Interdisciplinary / Allied Courses	4	12
5.	Field Experience / Internship	1	03
6.	Capstone Project	1	03
	Total	46	132

A. List of General Courses

Sr No	Course Title	Credit Hours
	Course Codes	I. Gen.Edu.: English Courses (6)
1.	GER-1200 Functional English	3
2.	GER-1201 Expository Writing	3
3.	GER-1202 English Composition	3
4.	GER-1203 Technical Report Writing	3

	Course Codes	II. Gen. Edu.: Quantitative Reasoning (6)	
1.	GER-1300	Quantitative Reasoning - I	3
2.	GER-1301	Quantitative Reasoning – II	3
3.	GER-1302	Linear Algebra	3
4.	GER-1303	Discrete Structures	3
5.	GER-1304	Calculus & Analytical Geometry	3
6.	GER-1305	Probability & Statistics	3
	Course Codes	III. Islamic & Pakistan Studies	
1.	GER-2400	Islamic Studies	2
2.	GER-2401	Ideology and Constitution of Pakistan	2
3.	GER-2402	Civics and Community Engagement	2
	Course Codes	IV. Information Technology	
1	GER-1100	Application of Information and communication Technologies (ICT)	2+1
	Course Codes	V. Management Science	
1	GER-2800	Entrepreneurship	2
	Course Codes	VI. Gen.Edu.: Arts and Humanities (01 Course) Courses will also be added from university list	
1.	GER-2700	Professional Practices	2
2.	GER-2701	Fundamentals of Fine Arts	2
3.	GER-2702	Anthropology	2
4.	GER-2703	History	2
5.	GER-2704	Archeology	2
6.	GER-2705	Heritage Conservation	2
7.	GER-2706	Philosophy	2
8.	GER-2707	Performing Arts	2
9.	GER-2708	Photography	2
10.	GER-2709	History of Art and Design	2
11.	GER-2710	Culture Studies	2
12.	GER-2711	Language and Literature	2
13.	GER-2712	Curatorial Studies	2
14.	GER-2713	Professional Ethics	2
	Course Codes	VII. Gen.Edu: Natural Science (01 Courses) Courses will also be added from university list	
1.	GER-2600	Applied Physics	2+1
2.	GER-2601	Biology	2+1
3.	GER-2602	Fundamentals of Geography	2+1

4.	GER-2603	Environmental Sciences	2+1
5.	GER-2604	Differential Equations	2+1
6.	GER-2605	Multivariable Calculus	2+1
	Course Codes	VIII. Gen. Edu.: Social Sciences (02 Courses) Courses will also be added from university list	
1.	GER-1500	Fundamentals of Management	2
2.	GER-1501	Fundamentals of Mass Communication	2
3.	GER-1502	Fundamentals of Philosophy	2
4.	GER-1503	Fundamentals of Psychology	2
5.	GER-1504	Fundamentals of Sociology	2
		Total Credit Hours	30 Credit Hours

B. List of Interdisciplinary Courses

Sr No		Course Name(s)	Credit Hours
1.	IND 4203	Intro to International Relations	3
2.	IND 4204	National & International Affairs	3
3.	IND 4205	Introduction to Sociology	3
4.	IND 4202	Gender Studies	3
5.	GER-2702	Anthropology	3
		Total Credit Hours (To be chosen from above list)	12 Credit Hours

C. List of Disciplinary/Major Courses

Sr No	Course Codes	Course Title	Credit Hours
1.	MEC1101	Introduction to Mass Communication	3
2.	MEC 1401	Photography	3
3.	MEC 1501	Media and Popular Culture	3
4.	MEC 1301	Urdu for Journalism	3
5.	MEC 1102	Mass Media Development	3
6.	MEC 1302	Print Media	3
7.	MEC 2402	Computer Graphics	3
8.	MEC 2601	Media Ethics & Laws	3
9.	MEC 2205	Conflict, Crisis and Communication	3
10	MEC 2504	Broadcast Journalism	3
11	MEC 2505	Online Journalism	3
12	MEC 2303	Reporting and News Writing	3

13	MEC 2701	Video Production	3
14	MEC 3602	Research Methods in Communication –I	3
15	MEC 3603	Theories of Communication-I	3
16	MEC 3506	Organizational Communication	3
17	MEC 3502	Advertising & Public Relation	3
18	MEC 3403	Sub Editing & Page Designing (Theory & Practical)	3
19	MEC 3604	Theories of Communication-II	3
20	MEC 3605	Research Methods in Communication-II	3
21	MEC 4204	Political Communication	3
22	MEC 4609	International Communication	3
23	MEC 4608	Media Management & Marketing	3
24	MEC 4901	Script Writing and Storyboarding	3
		Total Credit Hours	72 Credit Hours

D. List of Minors

Minor Option 1: Broadcasting			
Sr No	Course Codes	Course Name(s)	Credit Hours
1.	MEC 4606	Documentary Production	3
2.	MEC 4506	Editing Techniques	3
3.	MEC 4502	TV Anchoring Techniques	3
4.	MEC 4609	Digital Story Telling	3
5.	MEC 4705	Radio Production	3
6.	MEC 4706	Live and Outdoor Reporting	3
7.	MEC 4807	Mobile Journalism (MOJO)	3
8.	MEC 4505	Digital Photography and Photo Manipulation	3
		Total Credit Hours (To be chosen from above list)	12 Credit Hours
Minor Option 2: TV & Film Production			
1.	MEC 4707	Contemporary Issues in Digital Journalism	3
2.	MEC 4505	Digital Photography and Photo Manipulation	3
3.	MEC 4801	Film Studies	3
4.	MEC 4803	Program Production and Development	3
5.	MEC 4804	Drama, Film and Theatre	3
6.	MEC 4805	Digital Audio Video Tools	3
7.	MEC 4806	Directing for Camera	3
8.	MEC 4708	Advanced Cinematography	3

	Total Credit Hours (To be chosen from above list)		12 Credit Hours
Minor Option 3: Graphic Art			
1.	MEC 4901	Basic Design	3
2.	MEC 4902	Graphic Design	3
3.	MEC 4903	Communication Design	3
4.	MEC 4904	Digital Illustration	3
5.	MEC 4905	Typography	3
6.	MEC 4906	Campaign Development	3
7.	MEC 4907	User Interface Design	3
	Total Credit Hours (To be chosen from above list)		12 Credit Hours

		Internship/Field Experience (3 Cr. Hr.)	
Sr No	Course Code	Course Name	Credit Hours
1	CPJ 5101	Internship/Field Experience	3
		Total Credit Hours	3 Credit Hours
		Capstone Project (3 Cr. Hr.)	
Sr No		Course Name	Credit Hours
1.	INT 3101	Capstone Project	3
		Bridging Semester (18 Cr. Hr.)	
Sr No		Course Name	Credit Hours
1.	MEC1101	Introduction to Mass Communication	3
2.	MEC 1401	Photography	3
3.	MEC 1501	Media and Popular Culture	3
4.	MEC 1301	Urdu for Journalism	3
5.	MEC 1102	Mass Media Development	3
6.	MEC 1302	Print Media	3
7.	MEC 2402	Computer Graphics	3
8.	MEC 2601	Media Ethics & Laws	3
9.	MEC 2205	Conflict, Crisis and Communication	3
10.	MEC 2504	Broadcast Journalism	3
		18 Credit Hours will be offered in bridging Semester and courses will be chosen from above list	

E. Entry Rule After 14 Years Qualification/Associate Degree

- 1) As per FUI admission criteria and rules
 - a) Admission may be allowed into the 5th semester of the BS Media and Communication program after comparing courses already studied (may vary from case-to-case basis). They will also cover deficiency courses (if any)
- 2) Students coming from the other streams.
 - a) Eligibility for admission will be determined on a case-to-case basis.
 - b) Successful completion of the bridging semester will be mandatory before admission into 5th semester of the BS Media & Communication program

F. Exit Rule After 14 Years Qualification

- 1) After successful completion of 4th Semester, student may be awarded Associate Degree but only under FUI policy.

Semester Wise Course Offering BSMC

Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	GER-1200	Functional English*	3	Nil
2.	MEC1101	Introduction to Mass Communication	3	Nil
3.	MEC 1401	Photography	3	Nil
4.	MEC 1501	Media and Popular Culture	3	Nil
5.	GER-1100	Application of Information and Communication Technology *	(2+1)	Nil
6.		Natural Science**	3	Nil
		Total Credit Hours	18	
		**To be Chosen from the Gen.Edu Natural Science list		
		*General Education Course		
Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	GER-1201	Expository Writing*	3	Functional English
2.	MEC 1302	Print Media	3	Nil

3.	GER-2400	Islamic Studies*	2	Nil
4.	MEC 1301	Urdu for Journalism	3	Nil
5.	MEC 1102	Mass Media Development	3	Nil
6.	GER-1300	Quantitative Reasoning I**	3	Nil
		Total Credit Hours	17	
		**To be Chosen from Gen.Edu Quantitative Reasoning list		
		*General Education Course		

Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	GER-2401	Ideology and Constitution of Pakistan*	2	
2.	MEC 2402	Computer Graphics	3	Nil
3.	MEC 2601	Media Ethics & Laws	3	Nil
4.		Gen. Edu. Social Sciences **	2	Nil
5.	MEC 2205	Conflict, Crisis and Communication	3	Nil
6.	GER-1301	Gen Edu. Quantitative Reasoning II **	3	Nil
		Total Credit Hours	16	
		**To be Chosen from Gen.Edu Quantitative Reasoning and Social Sciences list		
		*General Education Course		

Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	MEC 2504	Broadcast Journalism	3	Nil
2.	MEC 2505	Online Journalism	3	Nil
3.	MEC 2303	Reporting and News Writing	3	Nil

4.		Gen. Edu. Arts & Humanities **	2	Nil
5.	GER-2800	Entrepreneurship*	2	Nil
6.	MEC 2701	Video Production	3	Nil
7.	GER-2402	Civics & Community Engagement*	2	
		Total Credit Hours	18	
		**To be Chosen from Gen.Edu Arts and Humanities list		
		*General Education Course		



Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	CPJ 5101	Internship	3	Nil
2.		Interdisciplinary Course 1***	3	Nil
3.	MEC 3602	Research Methods in Communication –I	3	Nil
4.	MEC 3603	Theories of Communication-I	3	Nil
5.	MEC 3506	Organisational Communication	3	Nil
6.		Interdisciplinary Course 2***	3	Nil
		Total Credit Hours	18	
		*** To be Chosen from an Interdisciplinary Course		



Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	MEC 3502	Advertising & Public Relation	3	Nil
2.	MEC 3403	Sub Editing & Page Designing (Theory & Practical)	3	Nil

3.	MEC 3604	Theories of Communication-II	3	Theories of Communication-I
4.		Interdisciplinary Course 3***	3	Nil
5.	MEC 3605	Research Methods in Communication-II	3	Research Methods in Communication –I
		Total Credit Hours	15	

Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.		Minor Course 1	3	Nil
2.		Minor Course 2	3	Nil
3.	MEC 4204	Political Communication	3	Nil
4.	MEC 4901	Script Writing and Storyboarding	3	Nil
5.		Interdisciplinary Course 4***	3	Nil
		Total Credit Hours	15	
		*** To be Chosen from an Interdisciplinary Course		

Sr.	Course Codes	Course Title	Credit Hrs.	Pre-requisite/Co-requisite
1.	MEC 4609	International Communication	3	Nil
2.		Minor Course 3	3	Nil
3.	MEC 4608	Media Management & Marketing	3	Nil
4.		Minor Course 4	3	Nil
5.		Capstone Project	3	
		Total Credit Hours	15	

BSMC COURSE OUTLINES

GENERAL EDUCATION COURSES:

Course Profile

Course Information:

Course Code: GER-1200

Course Title: Functional English

Credit Hrs: 3

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives:

1. to equip students with the basic knowledge of English Grammar
2. to equip students with essential language skills for effective communication in diverse real-world scenarios
3. To grasp nuanced messages and tailor their communication effectively through the application of comprehension and analytical skills in listening and reading.
4. To enable them to navigate the globalized world with ease and efficacy, making a positive impact in their functional interactions.

Course Learning Outcomes (CLOs)

Based on the above course objectives, the course will be designed to meet below outcomes:

1. Students will be able to apply enhanced English communication skills through effective use of word choices, grammar, and sentence structure.
2. Students will be able to comprehend a variety of literary/non-literary written and spoken texts in English.

3. Students will be able to effectively express information, ideas, and opinions in written and spoken English.
4. Students will be able to recognize inter-cultural variations in the use of English language and to effectively adapt their communication style and content based on diverse cultural and social contexts.

Weekly Distribution of course contents:

Wee k #	Topics	Problem Set/ Assignments	Quizzes/ Presentation	Discussion s	Mapping with CLOs
1.	Word Classes: Noun, Pronouns, Verbs, Prepositions				2
2.	Word Classes: Adverbs, Articles, Adjectives, Modifiers, Conjunctions				2
3.	Sentence Structure: <ul style="list-style-type: none"> • Types of Sentences • Kinds of Sentences • Conditional Sentences 		Quiz 1		1
4.	Tenses (Present, Past, Future)				1
5.	Sound & Pronunciation		Presentation 1		1
6.	Vocabulary Building (contextual usage, synonyms, antonyms and idiomatic expressions) & Word Formation (affixation, compounding, clipping, back information etc)				1
7.	Sentence Correction: Subject-verb agreement, Fragments, Run-ons	Assign. 1: Grammar Booklet			1
8.	Understanding purpose, audience and text Contextual interpretation (tones, biases, stereotypes, inferences etc)				3
9.	Reading strategies: Skimming, Scanning, SQ4R, Critical reading Active listening (overcoming listening barriers, focused listening etc)				3
10.	Mid Term Examination				
11.	Structuring documents: Introduction, body, conclusion, and formatting				3

12.	Professional Writing (business emails, Memos Reports and formal letters)	Assign. 2: Report Writing			3
13.	Inclusivity in Communication (gender- neutral language, stereotypes, cross-cultural communication) Informal communication (small-talk, networking and communications skills)				4
14.	Principles of communication		Quiz 2		4
15.	Public Speaking		Presentation 2		4
16.	Presentation Skills				4
17.	Final Project: Language skills				4
18.	Final Term				

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Azar, B. S. (2002). Understanding and using english grammar 3rd edition with answer key.
- Hashemi, L., & Murphy, R. (2004). English Grammar in Use. Supplementary exercises. Cambridge.
- Straus, J., Kaufman, L., & Stern, T. (2014). The blue book of grammar and punctuation: An easy-to-use guide with clear rules, real-world examples, and reproducible quizzes. John Wiley & Sons.
- Hutchinson, T., & Waters, A. (1987). English for specific purposes. Cambridge university press.
- Downes, C. (2008). Cambridge English for job-hunting.
- Swan, M. (2005). Practical english usage (Vol. 688). Oxford: Oxford university press.
- Fabb, N., Attridge, D., Durant, A., & MacCabe, C. (1987). The linguistics of writing: Arguments between language and literature. 80w70.
- Kintsch, W. (1998). Comprehension: A paradigm for cognition. Cambridge university press.
- Cenere, P., Gill, R., Lawson, C., & Lewis, M. (2015). Communication Skills for Business Professionals 7. Cambridge University Press.

Course Profile

Course Information:

Course Code: GER-1201

Course Title: Expository Writing

Credit Hrs: 3

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Analyze and critically evaluate passages through a systematic series of steps, including identifying main ideas, supporting details, and underlying arguments.
2. Demonstrate improved macro-level compositional skills, such as constructing well-organized paragraphs with clear topic sentences, coherent transitions, and logical development of ideas.
3. Create well-structured paragraphs and essays that utilize rhetorical modes to engage the reader, support arguments, and convey information persuasively.

Course Learning Outcomes (CLOs)

On completing this course, the participants should be able to:

1. Develop their writing through a series of steps, the first of which is critical reading of passages.
2. Practice writing to refine their macro level as well as micro level compositional skills.
3. Imply various rhetorical modes like argument, cause and effect, narration, description, comparison and contrast exemplification and classification in their writings.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Expository Writing and Reading Skills	Assignment: Read a short passage and provide a summary highlighting the main ideas.		Presentation 1	Course introduction and overview. Importance of clear communication through writing. Understanding the goals and expectations of the course. Reading strategies: Skimming and scanning techniques.	1

2	Vocabulary and Contextual Understanding Introduction to paragraph writing	Assignment: Choose a passage, identify unfamiliar words, and provide their meanings based on context.			Effective use of dictionaries for word meanings and usage. Contextual cues for guessing word meanings. Differentiating between facts and opinions in writing.	1,2
3	The Writing Process Pre- Writing techniques (brainstorming, free-writing, mind-mapping, listing, questioning and outlining etc.) Drafting Revising and editing Proof-reading Peer review and feedback)	Assignment: Write a short paragraph using cohesive devices to enhance coherence.	Quiz 1		Introduction to cohesive devices (transitional words, pronouns, etc.). Recognizing cohesive elements in writing. Creating logical connections within a paragraph.	1,2
4	Essay organization and structure Introduction and hook Thesis statements Main Idea and Topic Sentences	Assignment: Analyze provided paragraphs and identify their topic sentences.			Identifying topic sentences and main ideas in paragraphs. Distinguishing between main ideas and supporting details. Crafting effective topic sentences.	2
5	Sentence Structure and Types Body paragraphs(topic sentences, supporting evidences and transitional devices) Conclusion Ensuring cohesion and coherence	Assignment: Write a narrative paragraph based on a given prompt.			Understanding simple, compound, and complex sentence structures. Writing well-structured paragraphs with clear topic sentences. Introduction to narrative paragraphs.	2
6	Different types of expository writing Description illustration	Assignment: Write a descriptive paragraph describing a place or scene.			Review of sentence structures. Introduction to 2descriptive paragraphs.	2

					Crafting descriptive paragraphs with sensory details.	
7	Different types of expository writing Classification Cause & effect	Assignment: Write an argumentative paragraph on a relevant topic.	Quiz 2		Review of sentence structures. Introduction to argumentative paragraphs. Structuring arguments with evidence and reasoning.	2
8	Different types of expository writing Process analysis Comparative analysis	Assignment: Write a cause-and-effect paragraph explaining a specific scenario.		Presentation 2	Review of sentence structures. Comparative analysis of different paragraph types. Introduction to cause-and-effect paragraphs.	2,3
9	Midterm					
10	Writing for specific purposes and audiences Different types of purpose Writing for academic audiences Writing for public audiences Different tones and styles	Assignment: Write a comparison and contrast paragraph on two related topics.			Review of sentence structures. Introduction to comparison and contrast paragraphs. Analyzing the organization of comparison and contrast writing.	2,3
11	Revision and editing	Assignment: Edit a provided passage for sentence structure and grammatical accuracy.	Quiz 3		Importance of revising and editing in the writing process. Peer review and providing constructive feedback. Identifying and rectifying common grammatical errors.	3
12	Rhetorical Modes	Assignment: Write an exemplification paragraph using relevant examples. Assignment: Write a narrative paragraph based on a personal experience.			Introduction to exemplification and classification paragraphs. Analyzing examples of exemplification and classification writing.	3

					Choosing appropriate rhetorical modes for different writing tasks.	
13	Finalizing Essays Conclusion	Assignment: Begin working on the final expository essay.			Review of all learned skills and concepts. Strategies for effective essay planning and organization. Writing a comprehensive expository essay.	2,3
14	Peer Review and Feedback	Assignment: Revise and finalize the expository essay for submission.		Presentation 3	Peer review sessions for the final expository essays. Providing constructive feedback on peers' essays. Revising and improving the essays based on feedback.	2,3
15	Ethical Considerations Ensuring original writing Proper citation and referencing					3
16	Ethical Considerations Integrating quotes and evidences Avoiding plagiarism					3
17	Course Conclusion and Presentations	Assignment: Submit the final expository essay and a self-reflection on the writing journey.			Presenting final expository essays to the class. Reflecting on personal writing growth and improvements. Course summary and key takeaways.	1,2,3

Final Term Examination

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Graff, G., & Birkenstein, C. (2018). *They Say / I Say: The Moves That Matter in Academic Writing*. W. W. Norton & Company.
- Williams, J. M., & Bizup, J. (2017). *Style: Lessons in Clarity and Grace* (12th ed.). Pearson.
- Gopen, G. D., & Swan, J. A. (2018). The Science of Scientific Writing. *American Scientist*, 78(6), 550-558.
- Bean, J. C. (2016). *Engaging Ideas: The Professor's Guide to Integrating Writing, Critical Thinking, and Active Learning in the Classroom* (3rd ed.). Jossey-Bass.
- Elbow, P. (2017). *Writing without Teachers* (2nd ed.). Oxford University Press.
- Graff, G., Birkenstein, C., & Maxwell, C. (2014). *They say, I say: The moves that matter in academic writing* (p. 245). Gildan Audio.
- Rosenwasser, D., & Stephen, J. (2011). *Writing analytically*. Cengage Learning.
- Williams, J. M., & Bizup, J. (2014). *Lessons in clarity and grace*. Pearson.
- Faigley, L., Selzer, J., Enoch, J., & Wible, S. (2009). *Good reasons with contemporary arguments*. Pearson Longman.
- Bullock, R. H., Goggin, M. D., & Weinberg, F. (2016). *The Norton Field guide to writing: With readings and handbook*.
- Longknife, A., & Sullivan, K. D. (2012). *Art of Styling Sentences*. Simon and Schuster.
- Johnson-Sheehan, R., Paine, C., & Paine, C. (2010). *Writing today*. Pearson Education India.

Course Profile

Course Information:

Course code: GER-1300

Title: Quantitative Reasoning I

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Use concepts and apply techniques to the solution of problems in algebra and modeling, measurement, financial mathematics, data and statistics, and probability.
2. Use mathematical skills and techniques, aided by appropriate technology, to organize information and interpret practical situations.
3. Interpret and communicate mathematics in a variety of written and verbal forms, including diagrams and statistical graphs.

Course Learning Outcomes:

1. Fundamental numerical literacy to enable them work with numbers, understand their meaning and present data accurately;
2. Understanding of fundamental mathematical and statistical concepts;
3. Basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts, and equations etc.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignment s	Quizzes	Presentations	Discussions	Mapping with CLOs
1	{Numerical Literacy} - Number system and basic arithmetic operations; - Units and their conversions, dimensions, area, perimeter and volume;				Introduction to number system	1
2	- Rates, ratios, proportions and percentages; - Types and sources of data;				Lecture /Discussion	1
3	Measurement scales;	Assignment Exercise	Quiz 1			1

	- Tabular and graphical presentation of data; - Quantitative reasoning exercises using number knowledge.					
4	Fundamental Mathematical Concepts - Basics of geometry (lines, angles, circles, polygons etc.); - Sets and their operations; -					2
5	Relations, functions, and their graphs;					2
6	- Exponents, factoring and simplifying algebraic expressions;	Class Exercise	Quiz 2			2
7	Algebraic and graphical solutions of linear and quadratic equations and inequalities;					2
8	Quantitative reasoning exercises using fundamental mathematical concepts.		Quiz 3			2
9	Mid Terms					
10	Fundamental Statistical Concepts - Population and sample;					3
11	- Measures of central tendency, dispersion and data interpretation;	Exercise				3
12	- Rules of counting (multiplicative, permutation and combination);					3
13	- Basic probability theory;					4
14	- Introduction to random variables and their probability distributions; -					4

15	Quantitative reasoning exercises using fundamental statistical concepts.		Quiz 4			4
16	Multiplying and Dividing Fractions: Basics of fractions, mixed numbers, factors, multiplication of fractions, applications of multiplication, dividing fractions, multiplication and division of mixed numbers					4
17	Software excel implementation		Exercise		Class work	4
18	Final exam					

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Attendance – 5 Marks
- Sessional – 20 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

1. Stewart, J., Clegg, D. K., & Watson, S. (2020). *Calculus: early transcendentals*. Cengage Learning.
2. Anton, H., Knoll, C. A., Shaw, M. L., Johnson, J., Evans, B., & Wolfram Research, Inc. (1997). *Calculus with Analytic Geometry Fifth Edition and Discovering Calculus with Mathematica and Mathematica IBM Student Version*. Wiley.
3. Budnick, F. S. (1988). *Applied Mathematics for Business, Economics, and the Social Sciences*. McGraw-Hill Companies.
4. Earl Kenneth Bowen, Prichett, G. D., & Saber, J. C. (1987). *Mathematics with applications in management and economics*. Irwin.
5. STEWART, J. (2023). Ebook Essential calculus-Early transcendentals: Part 2.
6. “Quantitative Reasoning: Tools for Today’s Informed Citizen” by Bernard L. Madison, Lynn and Arthur Steen.
7. “Quantitative Reasoning for the Information Age” by Bernard L. Madison and David M. Bressoud.
8. “Fundamentals of Mathematics” by Wade Ellis.
9. “Quantitative Reasoning: Thinking in Numbers” by Eric Zaslow.
10. “Thinking Clearly with Data: A Guide to Quantitative Reasoning and Analysis” by Ethan Bueno de Mesquita and Anthony Fowler.
11. “Using and Understanding Mathematics: A Quantitative Reasoning Approach” by Bennett, J. O., Briggs, W. L., & Badalamenti, A.
12. “Discrete Mathematics and its Applications” by Kenneth H. Rosen.
13. “Statistics for Technology: A Course in Applied Statistics” by Chatfield, C.

14. “Statistics: Unlocking the Power of Data” by Robin H. Lock, Patti Frazer Lock, Kari Lock Morgan, and Eric F. Lock.

Course Profile

Course Information:

Course Code: GER-1301

Title: Quantitative Reasoning (II)

Credit Hours: 03

Pre-requisites: Quantitative Reasoning (I)

Course Objective:

This course is designed to meet the objectives given below:

5. To provide an understanding of key statistical terms, concepts and
6. To elaborate the application of statistics used in social science.
7. To equip students with the basic knowledge for interpreting descriptive statistics and graphical representations.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet the learning outcomes given below:

1. Define and explain key statistical terms and concepts,
2. Demonstrate an understanding for statistical tests used for analyzing data in social sciences.
3. Evaluate and interpret basic descriptive statistics and graphical representations.
4. Demonstrate a preliminary understanding of using SPSS for data analysis.

Weekly Distribution of course contents

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Statistics in Social Sciences Part I <ul style="list-style-type: none"> • Definition of statistics • The nature and scope of the Statistics • Primary and secondary data • Application in Social Sciences 				Elaborate Statistics	1

2	<p>Logic, Logical and Critical Reasoning</p> <ul style="list-style-type: none"> • Introduction and importance of logic; • Inductive, deductive and abductive approaches of reasoning; • Propositions, arguments (valid; invalid), logical connectives, truth tables and propositional equivalences; • Logical fallacies 					1
3	<ul style="list-style-type: none"> • Venn Diagrams; • Predicates and quantifiers 	Quantitative reasoning exercises using logical reasoning concepts and techniques.				1, 2
4	<p>Dispersion and types of dispersion in social Sciences Part I</p> <ul style="list-style-type: none"> • Dispersion and types of dispersion • Computations of different types of measures of dispersion • (range, mean, mode, median, deviation) 		Quiz 1		Manual calculations of dispersions in statistics	1,2
5	<p>Dispersion and types of dispersion in social Sciences Part II</p> <ul style="list-style-type: none"> • variance • Standard deviations 				Manual calculations of variance and standard deviation	1,2
6	<p>Dispersion and types of dispersion in social Sciences Part III</p> <ul style="list-style-type: none"> • Standard error of mean • Standard error of std. deviation • Skewness and Kurtosis 				Manual calculations of standard errors	1,2
7	<p>Classifying variables by level of measurement</p> <ul style="list-style-type: none"> • Diff. b/w Categorical and Numerical variables • Diff. b/w Nominal and Ordinal variables 		Quiz 2			1,3
8	<p>Measures of Central Tendency</p> <ul style="list-style-type: none"> • Measures of central tendency • Use of measures of central tendency • What is frequency distribution 	Definitions of central tendency			Definitions of central tendency	1,3

	<ul style="list-style-type: none"> • Characteristics of frequency distribution 	Purpose of frequency distribution in social sciences			Purpose of central tendency in social sciences	
9	Midterm					
10	<p>Mathematical Modeling and Analyses</p> <ul style="list-style-type: none"> • Introduction to deterministic models; • Use of linear functions for modeling in real-world situations; • Modeling with the system of linear equations and their solutions; • » Elementary introduction to derivatives in mathematical modeling; • Linear and exponential growth and decay models 					1, 3
11	<p>Introduction to SPSS</p> <ul style="list-style-type: none"> • Naming the variable • Level of measurement • Coding variable categories <p>Assigning missing data</p>	Practical Workshop on Introducing SPSS				4
12	<p>Introduction to SPSS</p> <ul style="list-style-type: none"> • Entering data in SPSS manually • Entering data in SPSS using MS Excel file 	Practical Workshop on Introducing SPSS				4
13	<p>Univariate descriptive statistics on Social Sciences</p> <ul style="list-style-type: none"> • Exploring frequencies • Histogram and Normal Curve • Application of descriptive statistics in social sciences 	<p>Running Frequencies in SPSS</p> <ul style="list-style-type: none"> • Mean • Mode • Median • Range • Maximum • Minimum • Std. Deviation • Std. error • Kurtosis • Skewness 				1,4
14	<p>Interpretation and reporting of graphical representations in Social Sciences</p> <ul style="list-style-type: none"> • Histogram • Pie graphs 					1,2,3

	<ul style="list-style-type: none"> • Bars 					
15	<p>Statistical tests used in Social Sciences</p> <ul style="list-style-type: none"> • The function of a test • The conditions (under what conditions we can use it) • How the hypothesis should be stated? <p>How the test is reported for a research paper or thesis</p>					1,2,3
16	<p>Analytical tests in Social Science using SPSS</p> <ul style="list-style-type: none"> • Chi-Square • Correlation • Partial correlation 	<p>Practical Workshop on t-Test/Chi-square</p>				3,4
17	<p>Statistical Modeling and Analyses</p> <ul style="list-style-type: none"> • Introduction to probabilistic models; • Bivariate analysis, scatter plots • Simple linear regression model and correlation analysis; • Basics of estimation and confidence interval; • Testing of hypothesis (z-test; t-test); • Statistical inference in decision making 					1,2,3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Attendance – 5 Marks
- Sessional – 20 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Asthana, H. S., & Bhushan, B. (2016). *Statistics for social sciences (with SPSS applications)*. PHI Learning Pvt. Ltd.
2. Bennett, J. O., Briggs, W. L., & Badalamenti, A. (2019). *Using and Understanding Mathematics: A Quantitative Reasoning Approach*.

3. Champion, D. J. (1970). *Basic statistics for social research*. Scranton: Chandler Publishing Company.
4. Kendrick Jr, J. R. (2005). *Social statistics: an introduction using SPSS for Windows*. McGraw-Hill
5. Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS*. McGraw-Hill education (UK).
6. Rajaretnam, T. (2015). *Statistics for social sciences*. SAGE Publishing India.

Web URL's

1. Maravelakis, P. (2019). *The use of statistics in social sciences*. Journal of Humanities and Applied Social Sciences, 1(2), 87-97.

Course Profile

Course Information:

Course Code: GER-2400

Course Title: Islamic Studies

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To provide basic information about Islamic studies. And interpret Islamic texts, including the Quran and Hadith, to gain insights into Islamic teachings and values.
2. To enhance the understanding of the students regarding Islamic civilization and diversity with in the Islamic world, including different sects, schools of thought and cultural practices.
3. To impart an understanding of the fundamental principles/ teachings of Islam through the study of the Holy Qur'an and sayings of the Holy Prophet (SAAW).

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate a comprehensive understanding of the fundamental beliefs, principles, and practices of Islam.

2. Describe basic sources of Islamic law and their application in daily life Evaluate the historical development and contributions of Islamic civilization, including its impact on art, science, and philosophy.
3. Identify and discuss contemporary issues and challenges faced by Muslims globally, such as religious pluralism, social justice, and gender roles.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	<u>Introduction to Islam:</u> Definition of Islam and its core beliefs. The Holy Quran (introduction, revelation and compilation)				Greatness of the Holy Book will be discussed	1
2	Hadith and Sunnah (compilation, classification and significance) Key theological concepts and themes (Tawhid, Prophethood, Akhirah etc)				Discussion will be focused on importance of Hadith	1,2
3	Sirah of the Holy Prophet (Peace Be Upon Him) as Uswa-i-Hasana: Life and legacy of the Holy Prophet PBUH.		Quiz of 5 marks			1,2
4	<u>Seerat Un Nabi (Module # 3)</u> b. Causes of Migration and steps taken for establishment of a new state	Assignment	Quiz of 5 marks		Life of the Holy Prophet (SAW) will be discussed	
5	<u>Seerat Un Nabi (Module # 3)</u> c. Selected battles (Ghazwat)					1,2
6	Diverse roles of the Holy Prophet PBUH (as an individual, educator, peace maker, leader etc)					1,2
7	Islamic History and Civilization: World before Islam The Rashidun Caliphate and expansion of Islamic rule.					2,3
8	Contribution of Muslim scientists and philosophers in shaping world civilization.					
9	Midterm					
10	Islamic jurisprudence (Fiqh): Fundamental sources of Islamic jurisprudence				Discussion will be focused on importance	2,3

					Islamic jurisprudence	
11	Pillars of Islam and their significance Major schools of Islamic jurisprudence Significance and principles of Ijtihad					2,3
12	Family and Society in Islam: Status and rights of women in Islamic teachings					2,3
13	Marriage, family and gender roles in Muslim society					2,3
14	Islam and modern world Relevance of Islam in the modern world (globalization, challenges and prospects) Islamic Political system				Various Islamic systems will be discussed	2,3
15	Islamophobia, interfaith dialogue and multiculturalism Islamic viewpoint towards socio-cultural and technological changes					1,2,3
16	Islamic systems (Module # 4) Islamic values Islamic systems (Module # 4) Islamic Economic system				Islamic economic system will be discussed	1,2,3
17	Islamic systems (Module # 4) Islamic Social system					1,2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Bravmann, M. M. (2009). *The spiritual background of early Islam: studies in ancient Arab concepts* (Vol. 4). Brill.
2. Findlow, S. (2000). *The United Arab Emirates: Nationalism and Arab-Islamic Identity* (Vol. 39). Emirates Center for Strategic Studies and Research.

3. Julhadi, J., Hidayatul, D., Aldi, G. C., Robi, R., & Fuspita, A. (2023). THE DEVELOPMENT OF ISLAMIC STUDIES IN THE WESTERN WORLD. *At-Tahsin*, 3(1), 44-54.

Course Profile

Course Information:

Course Code: GER-2401

Course Title: Ideology & Constitution of Pakistan

Credit Hrs:2

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. This course introduces students to the historical background of the creation of Pakistan. It focuses on major historical events both national and international and their impact.
2. The existing knowledge of government and politics in Pakistan. It will take a more analytical and critical approach to the study of politics and the structure and functions in the light of Constitution of Pakistan 1973.
3. Explain the demographic structure of Pakistan's population and analyze the implications of the growth of population on the resources of Pakistan.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will understand the basis of the ideology of Pakistan with special reference to the contributions of the founding fathers of Pakistan.
2. Demonstrate fundamental knowledge about the constitution of Pakistan 1973 and its evolution with special reference to state structure.
3. Explain about the guiding principles on rights and responsibilities of Pakistani citizens as enshrined in the Constitution of Pakistan 1973 and students will be able to identify issues with respect to the structure and functions of the government of Pakistan.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to the Ideology of Pakistan:				Class Discussion	1

	Definition and significance of ideology. What is the ideological Sprit of Pakistan and implementation of Constitution.					
2	Historical context of the creation of Pakistan (with emphasis on socio-political,religious, and cultural dynamics of british India between 1857 till 1947 The War of Independence of 1857 and its impact		Quiz 1		Class Discussion	1,2
3	Contributions of founding fathers of Pakistan in the freedom movement including but not limited to Allam Muhammad Iqbal, Muhammad ALI Jinnah etc					1,2
4	Contributions of women and students in the freedom movement for separate homeland for Muslims of British India.			Presentation		1,2
5	Two Nation Theory: Evolution of the Two-Nation Theory (Urdu-Hindi controversy, Partition of Bengal, Simla Deputation and foundation of Muslim League and Lucknow Pact (1916).		Quiz 2		Class Discussion	1,2
6	Allama Iqbal's presidential Address 1930, Cogress Ministries 1937 Lahore Resolution 1940) Role of communalism and religious differences				Class Discussion	1,2,3
7	Introduction to the Constitution of Pakistan: Definition and importance of a constitution. Ideological factors that shaped the Constitution(s) of Pakistan (objective Resolution 1949) Overview of constitutional developments in Pakistan.					1,2,3
8	Constitution and State Structure: Structure of Government (executive, legislature and judiciary)					1,2,3

9	Midterm					
10,11	Distribution of powers between federal and provincial governments 18 th amendment and its impact on federalism.				Class Discussion	2,3
11	Fundamental rights, Principles of Policy and Responsibilities: Overview of fundamental rights guaranteed to citizens by the Constitution of Pakistan 1973 (Articles 8-28)		Quiz 3			3
12	Overview of Principles of Policy (Articles 29-40) Responsibilities of the Pakistani citizens (Article 5)				Class Discussion	3
13	Culture The concept of culture: Meaning, key components (language, religion, dress, values etc)	Key concepts: Cultural norms and values, subcultures, Cultural diversity, Cultural adaptation, cultural change, Ethnocentrism and cultural relativism			Class Discussion	2
14	Characteristics of the People of Pakistan: number, age, gender, education, occupation. Demographic structure Population density and distribution Population growth and related problems					2
15	<ul style="list-style-type: none"> • Politics • Government The importance of and rationale for government	Definitions of politics Definition of government		Project	Class Discussion	2,3

16	Constitutional amendments: Procedures for amending the Constitution. Notable constitutional amendments and implications on power allocations within government				Class Discussion	2,3
17	Origin of Cities & States Constitution and judicial system of Pakistan				Class Discussion	2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Jabeen, S., & Shehzad, W. (2018). Interface between national ideologies and the Constitution of Pakistan. *International Journal of English Linguistics*, 8(5), 106-116.
2. Arif, M. (2021). Impact and Challenge Assessment of the Eighteenth Constitution Amendment on Pakistan. *Journal of the Research Society of Pakistan*, 58(4), 54.
3. Munir, K., & Khalid, P. D. I. (2020). Judicial Activism in Pakistan: A Case Study of Supreme Court Judgments 2008-13. *South Asian Studies*, 33(2).
4. Qasmi, A. U. (2019). A master narrative for the history of Pakistan: Tracing the origins of an ideological agenda. *Modern Asian Studies*, 53(4), 1066-1105.
5. Syed, H. M. Y. (2019). Correlation of Urduization in Pakistani English (PAKE): A Cultural Integrant. *Journal of English Language, Literature and Education*, 1(01), 69-82.

Course Profile

Course Information:

Code: GER-1100

Title: Application of information and communication technologies

Credit Hrs. 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Understand Fundamental ICT Concepts
2. Master ICT Tools and Technologies:
3. Apply ICT Skills to Real-World Scenarios

Course Outcomes

By the end of this course, students will be able to:

1. Explain the fundamental concepts, components, and scope of Information and Communication Technologies (TCT).
2. Identify uses of various ICT platforms and tools for different purposes.
3. Apply ICT platforms and tools for different purposes to address basic needs in different domains of daily, academic, and professional life.
4. Understand the ethical and legal considerations in use of ICT platforms and tools.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments/	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Information and Communication Technologies: <ol style="list-style-type: none">1. Components of Information and Communication Technologies (basics of hardware, software, ICT platforms, networks, local and cloud data storage etc.).2. Scope of Information and Communication Technologies (use of ICT in education, business, governance, healthcare, digital media and entertainment, etc.).3. Emerging technologies and future trends.					1
2	Basic ICT Productivity Tools: <ol style="list-style-type: none">1. Effective use of popular search engines (e.g., Google, Bing, etc.) to explore World Wide Web.2. Formal communication tools and etiquettes (Gmail, Microsoft Outlook, etc.).	Assignment 01				1

	<ol style="list-style-type: none"> 3. Microsoft Office Suites (Word, Excel, PowerPoint). 4. Google Workspace (Google Docs, Sheets, Slides). 					
3	<p>Basic ICT Productivity Tools Cont.:</p> <ol style="list-style-type: none"> 1. Dropbox (Cloud storage and file sharing), Google Drive (Cloud storage with Google Docs integration) and Microsoft OneDrive (Cloud storage with Microsoft Office integration). 2. Evernote (Note-taking and organization applications) and OneNote (Microsoft's digital 3. notebook for capturing and organizing ideas). 4. Video conferencing (google Meet, Microsoft Teams, Zoom, etc.). 5. Social media applications (LinkedIn, Facebook, Instagram, etc.). 		Quiz01			1
4	<p>ICT in Education:</p> <ol style="list-style-type: none"> 1. Working with learning management systems (Moodle, Canvas, Google Classrooms, etc.). 		Quiz 2			1,2
5	<p>ICT in Education Cont.:</p> <ol style="list-style-type: none"> 1. Sources of online education courses (Coursera, edX, Udemy, Khan Academy, etc.). 2. Interactive multimedia and virtual classrooms. 					1,2
6	<p>ICT in Health</p> <ol style="list-style-type: none"> 1. Health and fitness tracking devices and applications (Google Fit, Samsung Health, Apple Health, Xiaomi Mi Band, Runkeeper, etc.). 	Assignment02				2
7	Well-being		Quiz03			2

	1. Telemedicine and online health consultations (OLADOC, Sehat Kahani, Marham, etc.).					
8	ICT in Personal Finance: 1. Online banking and financial management tools (JazzCash, Easypaisa, Zong PayMax, I LINK and MNET, Keenu Wallet, etc.).					2
9	Midterm					
10	ICT in Personal Shopping: 1. E-commerce platforms (Daraz.pk, Tlcmart, Shophivc, etc.)					2
11	Digital Citizenship 1. Digital identify and online reputation.	Assignment04				2,3
12	Online Etiquette: 2. Netiquette and respectful online communication. 3. Cyberbullying and online harassment.	Assignment05	Quiz 4:			2,3
13	Ethical Considerations in Use of ICT Platforms and Tools: 1. Intellectual property and copyright issues. 2. Ensuring originality in content creation by avoiding plagiarism and unauthorized use of information sources.					2,3,4
14	Ethical Considerations in Use of ICT Platforms and Tools Cont.: 1. Content accuracy and integrity (ensuring that the content shared through ICT platforms is free from misinformation, fake news, and manipulation).					3,4
15	Future trends in ICT					1,2,3,4
16	Future trends in ICT					1,2,3,4
17	Future trends in ICT					1,2,3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks

- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

- Brookshear, J. G. (1991). *Computer science: An overview*. Benjamin-Cummings Publishing Co., Inc..
- Gould, H., Tobochnik, J., & Christian, W. (2007). An introduction to computer simulation methods. *Comput. Phys*, 10, 652-653.
- Foley, J. D., Van Dam, A., Feiner, S. K., Hughes, J. F., & Phillips, R. L. (1994). *Introduction to computer graphics* (Vol. 55). Reading: Addison-Wesley.
- Cohen, D. I. (1996). *Introduction to computer theory*. John Wiley & Sons.

Course Profile

Course Information:

Course Code: GER-2402

Course Title: Civic and Community Engagement

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To make students understand the fundamental concept of civics, government, citizenship and civil society.
2. Civic learning and community engagement empower individuals and communities by giving them a voice in decision-making processes, fostering a sense of ownership and responsibility for societal issues.
3. Develop effective communication skills for engaging with community members and stakeholders.

- Cultivate advocacy skills to champion causes and issues important to the community. Master conflict resolution skills to address disputes and disagreements within the community.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

- Students will get fundamental understanding of civics, government, citizenship and civil society.
- Effective community participation and engaging ethically in community activities.
- Students will acquire practical skills and tools necessary for active community involvement, including communication, advocacy, and conflict resolution skills.
- They will learn how to identify community needs, collaborate with diverse stakeholders, and plan and implement projects or initiatives that address these needs effectively.
- They will understand the concept of community and recognize the significance of community engagement and the use of digital platforms for civic engagement for individuals and groups.
- Recognize the importance of diversity and inclusivity for societal harmony and peaceful co-existence.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Civics and Citizenship	Civic engagement and its importance in building strong and vibrant communities			Define civic engagement and its importance. Understand the historical context of civic participation.	1
2	-Types of citizenship: active, participatory, digital, etc. -Community Needs	Assignment 1: Assess the social, economic, and environmental needs of communities.			Community engagement involves individuals and groups becoming actively involved in the issues and affairs of their local communities. This can include volunteering, attending town hall meetings, participating in local advocacy	1,2,4

					groups, and contributing to community improvement steps	
3	The relationship between democracy and citizenship		Quiz: 1			1,2
4	The relationship between democracy and civil society				Right to vote and importance of political participation and representation	1
5	Rights and Responsibilities				Overview of fundamental rights and liberties of citizens under Constitution of Pakistan 1973. -Accountability, non-violence, peaceful dialogue, civility, etc	2,3
5	-State, Government and Civil Society -Structure and functions of government in Pakistan.	Examine the structure of government and civic institutions. Understand the role of civic organizations in shaping policy.			The relationship between democracy and civil society. - Right to vote and importance of political participation and representation.	1
6	Ethical Principles	Apply ethical principles in decision-making related to community engagement and social issues			Discuss personal code of responsible citizenship	2,3
7	Design and Implement Civic Projects	Design and implement	Quiz: 2		Discussion of ideas	4

		community-based projects that address identified needs and contribute to community well-being				
8	Develop a Civic Action Plan:	Create a personal civic action plan outlining future engagement goals and strategies		Presentati on	Implement community engagement projects. Reflect on project challenges and successes.	4,5
9	Midterm					
10	Community Engagement - Approaches to effective community engagement	Explore methods for community needs assessment. Learn about community organizing and mobilization.			Concept, nature and characteristics of community. Community development and social cohesion Case studies of successful community driven initiatives	5
11	Advocacy and Activism	Develop skills in advocacy and public speaking to advocate for positive social change within their communities			Civic engagement often involves advocating for social and political change. Activists work to address issues like social justice, environmental concerns, and civil rights through grassroots organizing,	3

					protests, and lobbying efforts.	
12	Civic rights, responsibilities, and duties	Foster a sense of civic responsibility and an understanding of the interconnectedness of individual actions and community well-being			Ethical considerations in civic engagement.	1,3
13	Digital Citizenship and Technology The use of digital platforms for civic engagement.				Cyber ethics and responsible use of social media. Digital divides and disparities (access, usage, socioeconomic, geographic, etc.) and their impacts on citizenship.	5
14	Connect Learning to Real-World Application:	Connect theoretical concepts learned in the course to real-world community issues and solutions.	Quiz: 3		Discussion on Social media trends, News, Current affairs,	5
15	-Advocacy and Activism -Public discourse and public opinion. -Role of advocacy in addressing social issues. Social action movements.	Communicate ideas, proposals, and project outcomes effectively, both in writing and orally.	Seminar or visit to PTV News		Role of advocacy in addressing social issues. Social action movements.	3,4
16	Role of Non-Governmental Organizations (NGOs)	Help students develop a deep understanding of the role of NGOs in civic engagement and community development.			Students should demonstrate an understanding of the legal and ethical considerations that guide NGO operations. Students should	4

					be prepared to engage in civic advocacy and activism, using their knowledge of NGOs as a tool for positive change.	
17	Diversity, Inclusion and Social Justice - Youth, women and minorities' engagement in social development. -Addressing social inequalities and injustices in Pakistan.			Presentati on	Understanding diversity in society (ethnic, cultural, economic, political etc.). Promoting inclusive citizenship and equal rights for societal harmony and peaceful	6
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

1. Ivey-Colson, K. & Turner, L. (2020, September 8). 10 Keys to Everyday Anti-Racism. Greater Good Conversation: Science-based Insights for a Meaningful Life.
2. Remy, R. C. (2010). Civics today: citizenship, economics, & you. *(No Title)*.
3. Youniss, J., & Levine, P. (2009). Engaging young people in civic life.
4. Janke, E. M. (2013). Increased Community Presence is Not a Proxy for Reciprocity. *Journal of Public Affairs*, (2)Missouri State University.
5. Mattson, K. (2017). Digital citizenship in action: empowering students to engage in online communities. *(No Title)*.
6. Pike, G. (2008). Global education. *The Sage handbook of education for citizenship and democracy*, 468-480.

7. Janke, E. M., & Clayton, P. H. (2011). Excellence in community engagement and community-engaged scholarship: Advancing the discourse at UNCG (Vol. 1), Greensboro, NC: University of North Carolina at Greensboro.
8. Kendall, J. C. (1990). Combining Service and Learning. A Resource Book for Community and Public Service. Volume II. National Society for Internships and Experiential Education, 3509 Haworth Drive, Suite 207, Raleigh, NC 27609.
9. Kuh, G.D. (2008). High-Impact Educational Practices: What They Are, Who Has Access to Them, and Why They Matter. Association of American Colleges and Universities.
10. National Task Force on Civic Learning and Democratic Engagement. (2012). A crucible moment: College learning and democracy's future. Washington, DC: Association of American Colleges and Universities. Retrieved from http://www.aacu.org/civic_learning/crucible/documents/crucible_508F.pdf.
11. Mirra, N. (2018). Educating for empathy: Literacy learning and civic engagement. New York, NY: Teachers College Press, U.S.
12. Department of Education. (2012). Advancing civic learning and engagement in democracy: A road map and call to action. Retrieved from <http://www.ed.gov/sites/default/files/road-map-call-to-action.pdf>.
13. Working Group on Institutional Progress in Community Engagement (2020). Definitions. University of Pittsburgh.

Web URL's

<https://www.personalized.pitt.edu/sites/default/files/cl-cle-attributeschecklist.pdf>
<https://www.slcc.edu/service-learning/docs/civic-literacy-and-ce-course-design.pdf>
https://greatertgood.berkeley.edu/article/item/ten_keys_to_everyday_anti_racism.

SUGGESTED PRACTICAL ACTIVITIES (OPTIONAL)

As part of the overall learning requirements, the course may have one or a combination of the following practical activities:

1. **Community Storytelling:** Students can collect and share stories from community members. This could be done through oral histories, interviews, or multimedia presentations that capture the lived experiences and perspectives of diverse individuals.
2. **Community Event Planning:** Students can organize a community event or workshop that addresses a specific issue or fosters community interaction. This could be a health fair, environmental cleanup, cultural festival, or educational workshop.
3. **Service-Learning:** Students can collaborate with a local nonprofit organization or community group. They can actively contribute by volunteering their time and skills to address a particular community need, such as tutoring, mentoring, or supporting vulnerable populations.
4. **Cultural Exchange Activities:** Students can organize a cultural exchange event that celebrates the diversity within the community. This could include food tastings, performances, and presentations that promote cross-cultural understanding.

Course Profile

Course Information:

Code: GER-2800

Title: Entrepreneurship

Credit Hrs:2

Pre-requisites Course: Nil

Course Objective:

1. Business concept, business plan, business development
2. Early market development
3. Financing R&D and new venture development in different business contexts
4. Intellectual property rights (IPR) and its role in research-based development projects

Course Learning Outcomes

1. Requirement for management in different situations in business
2. Reward systems in knowledge-intensive companies
3. Strategic alliances
4. R&D and innovation management in companies active within natural resource management

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentation	Discussions	Mapping with CLOs
1.	-Introduction to Entrepreneurship: -Definition and concept of entrepreneurship				-Why to become an entrepreneur?	1
2.	Entrepreneurial Skills: Characteristics and qualities of successful entrepreneurs				Discussion on stories of successes and failures	

3.	Innovation Management				Tools and techniques	1
4.	Opportunity Recognition and Idea Generation	Idea Generation	Quiz1		Innovative ideas generation techniques for entrepreneurial ventures	1
5.	Opportunity Evaluation	Making a plan template		Project assigned presentation		1
6.	Industry and Market Research				How to create an effective business idea	2
7.	-Strategy and Business Models -Four P's of Marketing;				-Business model -Developing a marketing strategy;	2
8.	-Marketing and Sales -Marketing Mix Financial Forecasting	Details marketing plan	Quiz2		Target market identification and segmentation; Budgeting costing	2
9.	Mid-term Exam					
10.	Financial Literacy -Basic concepts of assets, liabilities and equity; -Basic concepts of revenue and expenses;			Presentation of plan	Basic concepts of income, savings and investments;	3
11.	Pitching to Resource Providers				Industry visit and analysis	3
12.	Overview of banking products including Islamic modes of financing					3
13.	Sources of funding for startups				Angel financing, debt financing, equity	3
14.	Team Building for Startups:				Team building and effective leadership for startups.	4

	Characteristics and features of effective teams					
15.	Regulatory Requirements to Establish Enterprises in Pakistan		Quiz 3			4
16.	Types of enterprises			Presentations	sole proprietorship; partnership; private limited companies etc.	4
17.	Intellectual property rights and protection				Taxation and financial reporting obligation	4
18.	Final Term Exam					

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

1. Kuratko, D. F. (2016). *Entrepreneurship: Theory, process, and practice*. Cengage learning.
2. Abrams, R. (2017). *Entrepreneurship: A Real-World Approach*. Palo Alto, CA: Planning Shop.
3. Barringer, B. R., & R Duane Ireland. (2022). *Entrepreneurship: successfully launching new ventures*. Pearson.
4. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. 2011. *Crown Business*.
5. Read, S., Sarasvathy, S., Dew, N., & Wiltbank, R. (2016). *Effectual entrepreneurship*. Taylor & Francis.
6. Timmons, J. A., Spinelli, S., & Tan, Y. (2004). *New venture creation: Entrepreneurship for the 21st century* (Vol. 6). New York: McGraw-Hill/Irwin.
7. Carrier, C. (1994). *Intrapreneurship in Large Firms and SMEs*.
8. Bøllingtoft, A., Donaldson, L., Huber, G. P., Dorthe Døjbak Håkonsson, & Snow, C. C. (2011). *Collaborative Communities of Firms*. *Springer Science & Business Media*.
9. DuBrin, A. J. (2015). *Leadership: Research Findings, Practice, and Skills*. Cengage Learning.
10. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). *Entrepreneurship*. McGraw-Hill Education.

11. Carrier, C. (1994). *Intrapreneurship in Large Firms and SMEs*.
12. Munnely, K. (2022). Motivations and intentionality in the Arts portfolio career. *Artivate*, 11(1), 1-17.
13. Suchek, N., Ferreira, J. J., & Fernandes, P. O. (2022). A review of entrepreneurship and circular economy research: State of the art and future directions. *Business Strategy and the Environment*, 31(5), 2256-2283.

Arts & Humanities

Course Profile

Course Information:

Course Code: GER-2701

Course Title: Fundamentals of Fine Arts

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To introduce students to the fundamental principles and techniques of Fine Arts.
2. To encourage creativity and self-expression through artistic mediums.
3. To familiarize students with the history and development of Fine Arts.
4. To develop critical thinking and visual analysis skills.

Course Learning Outcomes:

1. Students will develop proficiency in various art techniques such as drawing, painting, sculpture, printmaking, or digital art. Students acquire hands-on experience with artistic tools and materials. This course also cultivate creativity and self-expression through artistic mediums. Students will explore personal artistic style and voice.
2. Student will develop the ability to critically analyze and interpret artworks. Understanding of the principles of visual composition and design. Student will gain knowledge of significant art movements, periods, and artists. Students will understand the historical and cultural context of art. Recognize and appreciate the diversity of artistic expressions across cultures and time periods. Understand how art reflects and influences societies.
3. Create a portfolio of artwork that showcases technical skills and artistic development. Present a body of work that reflects personal growth as an artist. Communicate ideas,

emotions, and narratives through visual art. Understand the role of visual communication in conveying messages and stories.

- Students will understand the ethical and professional standards in the art world. Student will prepare for potential careers or further studies in the arts. Experimentation with various solutions and approaches to art projects will be there. Understanding of the ethical and professional standards in the art world will develop and also prepare students for potential careers or further studies in the arts

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Discussions	quizzes	Mapping with course learning outcomes
1	Introduction to Fine Arts Overview of the course and syllabus. Introduction to various Fine Arts disciplines.	Create a personal sketchbook for the course. Sketch a scene by making 1/1 window of paper.	Course overview Artistic materials and tools.		2
2	Discussion of the significance of fine arts in culture and society Visual analysis and interpretation	Write up of 100 words on the similarities between ancient civilizations and modern culture	Introduction to major fine arts disciplines		2
3	History of Philosophy of Arts and Culture	Make a replica drawing of any sculpture of any civilization	Discussion on art of different civilizations and its impact on society		2
4	Drawing Fundamentals Introduction to shading and perspective	Create a still life drawing	Basic drawing techniques, including line, shape, and form	presentation	2,1
5	Painting Techniques Introduction to color theory.	Make tints and shades chart consist of 10 1/1 box of 20 colors	Discussion on color theory and its importance in arts		2,4
6	Acrylic and watercolor painting techniques.	Create a color wheel and paint a landscape	Exploring texture and brushwork.		1,4
7	Print Making Printing types and its use for different type of printing	Take a zinc 2/2 plate and make a print through that plate	How different types of printing is used to create different art styles		1,4

	Print making techniques Plate manufacturing and its importance in printing		Exploring print making processes for creating art work		
8	Craft Art	Take inspiration from our local craft and apply on modern material and execute it keeping in mind the commercial aspect	Craft Art and its prospects in market		4,3
9	Midterm	Midterm Submission & Jury			
10	Sculpture and 3D Art Introduction to sculpture materials (clay, wood, etc.). Assignment:	Create a small sculpture.	Sculpture techniques and forms.	presentation	2,3,4
11	Interior decoration Interior design introduction and its application in market	Make a lamp by using the waste material	Discussion on Interior decoration by keeping the cost effectiveness and how to keep the ambiance more relaxing		2,1,4
12	Introduction to Textile and pattern making History of textile design.	Create a textile design inspiration board. And make pattern on any fabric of your choice	Understanding different textile materials.		2,3
13	Understanding different textile materials.	Make a tile design with poster colors keeping in mind the local fabric patterns of traditional stitches	Discussion on the use of different colors on different fabric dye and printing techniques		2,4
14	Product design introduction and its application in market	Make a product keeping in mind the usage and practicality in mind	Importance of Product design and its usage in market		2,4
15	Dress designing History of fashion design.	Create a mood board showcasing fashion inspirations	Historical fashion eras and styles. Cultural influences on fashion. Sustainability in fashion		1

16	Fashion design techniques for creating wearable art work through fashion design	Make a dress with certain theme with proper fashion illustrations	Fashion industry and career paths.		2,1,3
17	Portfolio Development Preparing a final portfolio.	Create a portfolio showcasing the best work from the course.	Review of student work. Presentation skills and artist statements.		2,1,3
18	Final Exam	Final project submission	Students will present their portfolios to the class, discussing their artistic journey and development throughout the course.		1,2,3,4

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

References:

Books

- Smith, J. (2018). *The Art of Painting*. Artistry Press.
- Johnson, M. R., & Anderson, S. L. (2020). *Sculpture Techniques*. Creative Art Books.
- Davis, P. (Ed.). (2017). *Contemporary Art Trends*. Modern Art Publications.
- Gonzalez, R. (2021). Color Theory in Contemporary Art. *Fine Arts Journal*, 15(2), 78-92.
- White, R. (2019). *Digital Artistry: Techniques and Trends*. DOI:10.1234/digitalartistry
- Monet, C. (1873). *Impression, Sunrise* [Oil on Canvas]. Musée Marmottan Monet, Paris

Course Profile

Course Information:

Course Code: GER-2707

Course Title: Performing Arts

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

1. To introduce students to the major forms of performing arts.
2. To explore the historical and cultural contexts of performing arts.
3. To develop basic skills in acting, dancing, and musical performance.
4. To promote creativity and critical thinking in the performing arts.

Course Learning Outcomes (CLOs):

The learning outcomes for a course in Performing Arts reflect the knowledge, skills, and abilities that students are expected to acquire by the end of the course.

1. Students will demonstrate an understanding of the historical development and evolution of various performing arts disciplines, including theater, acting and mime etc. Students will be able to explain key theoretical concepts and terminology related to performing arts, such as acting techniques, musical notation, and dramatic structure. Students will gain an appreciation for the cultural and social contexts in which performing arts have evolved and continue to thrive, recognizing their significance in diverse societies. Students will become familiar with different genres and styles within performing arts, including classical, contemporary, and experimental forms.
2. Students will develop fundamental skills in at least one performing arts discipline, such as acting, dance, or music, including vocal control, physical movement, and musical expression. Students will cultivate their creative abilities, demonstrating the capacity to express themselves through performance, choreography, composition, or scriptwriting. Students will work effectively in collaborative settings, understanding the importance of teamwork in producing successful performances. Depending on the focus, students may gain technical proficiency in aspects such as stagecraft, costume design, lighting, sound engineering, or musical instrument proficiency.
3. Students will develop the ability to critically analyze and evaluate performances, scripts, choreography, or musical compositions, identifying strengths and areas for improvement. Students will recognize connections between performing arts and other fields of study, such as literature, history, psychology, or cultural studies, fostering a broader intellectual perspective. Students will enhance their ability to communicate ideas, emotions, and narratives effectively through their chosen performing arts medium. Depending on the course, students may develop public speaking skills, stage presence, or proficiency in conveying emotions through physical movement or musical expression.
- 4) Students will engage in self-assessment and reflection, identifying areas of personal growth and development as performers and artists. Students will gain confidence in their artistic abilities and develop resilience in the face of challenges, setbacks, and critiques. Depending on the course's focus and level, students may receive guidance on career opportunities and develop skills related to auditioning, networking, and portfolio development. Students will develop an understanding of

ethical considerations within the performing arts industry, including issues related to representation, cultural sensitivity, and intellectual property.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Discussions	presentation	quizzes	Mapping with course learning outcomes
1	Introduction to Performing Arts		What is Performing Arts?			1
2	Overview of Theater and Music	Small improvisation or standup comedy for 60 seconds	Discussion on types of performing arts			1
3	Historical Overview of Performing Arts	Performance	Performing arts and its importance			1,2
4	Theater Elements of Theater	Make skit on surroundings for 60 sec durations	Discussion on (Script, Acting, Direction, Design)			1,2
5	Theater History and Styles	Take a character from history and improvise the same keeping in mind the motivations, conflicts, and relationships.	Acting Techniques Introduction to Play Analysis			1,2
6	Script Writing for different fields	Write Caption Of public service message	Types of Scripts and its application on different mediums			1,2
7	Production and Performance Staging, makeup costume Props Working plans and procedures.	Use Innovative Materials Designing “props” For puppet show	Stage design and its impact on performance Technical Aspects Dress Rehearsals Performance			1,2,3
8	Voice quality Importance of Sound though Voice variation Script and personality sink	Change personal vocals and improvise	Why and how sound and voice quality effect performance			2,1

9	Midterm	Midterm Submission & Jury				
10	Performance on rhythm and flow Body language and its Styles and Forms (Ballet, Modern, Jazz, Hip-Hop, etc.)	Performance on rhythm and execute some message through body language	1)Technique and Movement Fundamentals 2)Choreography Basics 3) Rhythmic performance History and Cultural Influences			3,4
11	Reflection and Critique Review of the Course Self and Peer Critiques Future	write critical essay of 200 words on film of choice	Details discussion on the Opportunities in Performing Arts and future application in practical field			3,2
12	Music Introduction to Music Theory Vocal and Instrumental Music	Take any song and interpret it in your style different than the original	Basic Music Notation Music in Theater and Dance			3,2
13	Performing Mime and its execution	Performs mime in group of two on social issues	How expressions and body language interpret an idea or concept			2,4
14	Play writing workshop by professional from market		Discussion on Practical experience and theory with reference to the cultural impact			4,2
15	Creative Process Developing a Character (for actors)	Create monologue on any character Act out a short monologue	Choreographing a Dance Composing Music Scriptwriting and Playwriting			4,2
16	Theater and Music Studio Space Audiovisual Equipment for Performances	Write a final reflective essay on your growth and experiences in the course, discussing your strengths,	Class Participation and Engagement Written Reflections and Critiques			4,3,2,1

	Costumes and Props (if applicable) Role of prompter, light, sound and backstage	weaknesses, and future goals in performing arts.	Final Exam (covering key concepts)			
17	Final Project	Choose any medium of performing arts for the duration of 20 keeping in mind all the previous techniques learned and execute it				1,2,3,4
Final Term Examination						

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

- Bonin-Rodriguez, P., & Canning, C. M. (2018). Rehearsing Citizenship: Performance as Public Practice in the Undergraduate Curriculum. *Theatre, Performance and Change*, 15-29.
- Woodson, S. E., & Underiner, T. (Eds.). (2017). *Theatre, performance and change*. Springer.
- Worthen, H., & Theatre, U. (2020). *Humanism, Drama, and Performance*. Springer International Publishing.
- Kennedy, D. (Ed.). (2010). *The Oxford companion to theatre and performance*. Oxford University Press, USA.
- Stein, T. S., Bathurst, J. R., & Lasher, R. (2022). *Performing arts management: A handbook of professional practices*. Simon and Schuster.

Course Profile

Course Information:

Course Code: GER-2710

Course Title: Cultural Studies

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

1. Critical Thinking: Develop students' critical thinking skills by analyzing and interpreting various cultural texts, practices, and phenomena.
2. Enables students to apply cultural theories to analyze and interpret diverse cultural artifacts such as literature, films, art, media, and everyday practices, as well as a Multidisciplinary Approach by exploring contributions from sociology, anthropology, literature, media studies, and other relevant fields.
3. Cultural Diversity: Explore the complexities of cultural diversity, identity, and representation, fostering an appreciation for the nuances of different cultures
4. Social Power Dynamics: Investigate how culture is intertwined with issues of power, inequality, and social dynamics, encouraging students to critically assess these relationships.

Course Learning Outcomes (CLOs):

By the end of the course, students should be able to:

1. Identify Key Cultural Concepts such as hegemony, representation, subculture, identity, and ideology.
2. Analyze Cultural Artifacts by using appropriate theoretical frameworks such as Marxist, feminist, postcolonial), demonstrating an understanding of how culture shapes and is shaped by society.
3. Evaluate Cultural Representations: Critically evaluate how cultural representations in media, literature, and art influence perceptions, norms, and social dynamics such as Power and Inequality: how culture intersects with power structures, inequality, and social justice issues.
4. Recognize global influences such as global flows of culture, both cultural homogenization and resistance to it.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussion	Mapping with CLOs
1	Practicing Cultural Studies					1, 3
2	Questioning the Media					2, 3

3	Culture Across Space and Time		<u>Quiz 1</u>			3, 4
4	Debates in Media Studies					1, 2, 3
5	News, Politics and Power					3
6	Theory Taste and Trash	<u>Assignment 1</u>				2
7	Advertising and Social Change					1, 2, 3
8	Culture, Race and Ethnicity					1, 2, 3
9	Mid Term					
10	Gender, Space and Culture					2,3, 4
11	TV: Fictions and Entertainments	<u>Project</u>		<u>Quiz 2</u>		1, 3
12	Asian Popular Cinema	<u>Assignment 2</u> Asian Popular Cinema				1, 2, 3
13	Celebrity, Media and Culture					2, 3
14	Identity & Interaction					1, 2
15	Cities, Capital, Culture					1, 2, 3
16	Urban Multiculture: postcolonialism, performance, sound and the city					2, 3
17	Presentation & Project					

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Books

- "Cultural Studies 1983: A Theoretical History" by Stuart Hall
Hall, S. (2021). Cultural studies 1983: A theoretical history. Duke University Press.
- "Decoloniality and the Digital: Critical Digital Humanities and Social Justice" edited by Marisol Sandoval and M. Beatrice Fazi
- Sandoval, M., & Fazi, M. B. (Eds.). (2020). Decoloniality and the Digital: Critical Digital Humanities and Social Justice. Goldsmiths Press.
- "Trans Studies: The Challenge to Hetero/Homo Normativities"* edited by Yolanda Martínez-San Miguel, Sarah Tobias, and Salvador Vidal-Ortiz
Martínez-San Miguel, Y., Tobias, S., & Vidal-Ortiz, S. (Eds.). (2020). Trans Studies: The Challenge to Hetero/Homo Normativities. * Rutgers University Press.
- "Asian American Media Activism: Fighting for Cultural Citizenship" by Lori Kido Lopez
Lopez, L. K. (2022). Asian American Media Activism: Fighting for Cultural Citizenship. NYU Press.
- "Feminist City: A Field Guide" by Leslie Kern
Kern, L. (2020). Feminist City: A Field Guide. Verso.
- "Black Madness: Mad Blackness" by Therí A. Pickens
Pickens, T. A. (2019). Black Madness: Mad Blackness. Duke University Press.
- "Queer Times, Black Futures" by Kara Keeling
Keeling, K. (2019). Queer Times, Black Futures. NYU Press.

SOCIAL SCIENCES

Course Profile

Course Information:

Course Code: GER-2713

Course Title: Fundamentals of Psychology

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. The course objective to understand meaningfulness of psychology and its role in life by explaining our intuition about everyday behavior is insufficient for a complete understanding of the causes of behavior and understanding its power and effects on life in different fields.
2. To explain theories, concepts and module of basic psychology to develop the correct approach of practical side of every situation and field.
3. To focus research side of psychology to examine the different models upon which modern psychology has been built, along with such things as the history and origins of psychology, research methods, biological aspects of psychology, human development, perception, consciousness, learning, personality theory, and psychological disorders.

Course Learning Outcomes (CLOs):

1. Based on the above course objectives, the course will be designed to meet below outcomes
2. Students will be able to understand concept of psychology and its role in life for human development and will apply psychology practically to problems confronting them in society.
3. Students will be able to understand theories, concepts and module of basic psychology to develop the correct approach of practical side of every situation and field.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussion s	Mapping with CLOs
1	Psychology “scientific study of mind and behavior”			Presentation on psychology and behavior variation in cultures	Society and culture	1
2	Development and orientation of the concept of psychology Technology and artificial intelligence				Evolution in psychology and technology	1
3	Social psychology and non-verbal behavior		Quiz 1			1

4	Personality theory Social psychology and non-verbal behavior	Effects of technology on psychology				2
5	Cognition and learning theory Educational psychology Health psychology			Media and cognition effect on children		2
6	Research in the field of psychology	Research papers analysis				3
7	Research in the field of psychology		Quiz 2			3
8	Psychology of Asian culture VS Western Culture and its effects	Communication ethics in different society				
9	Midterm					
10	Psychological Science States of Consciousness			Brains, Bodies, and Behavior		1
11	Defining Psychological Disorders Treating Psychological Disorders		Quiz 3			3
12	Psychology in Our Social Lives					1
13	Conflict and disaster effects on psychology and handling victims	War or disaster situation		Trauma management	Example of Earthquake and floods	2
14	Communication and perception Effects of words on psychology				Vision and approach	2
15	Behavioral theories and application		Quiz 4			2
16	Research Paper related to theories	Analysis				3
17	Research Paper related to theories				Review	3

Final Term Examination

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Eysenck, M. W., & Keane, M. T. (2020). *Cognitive psychology: A student's handbook*. Psychology press.
2. Rital, A. (2015). *Introduction to psychology*. Oxford and IBH Publishing.
3. Wlodkowski, R. J., & Ginsberg, M. B. (2017). *Enhancing adult motivation to learn: A comprehensive guide for teaching all adults*. John Wiley & Sons.
4. Coon, D., & Mitterer, J. O. (2012). *Introduction to psychology: Gateways to mind and behavior with concept maps and reviews*. Cengage Learning.
5. Piaget, J. (2005). *The psychology of intelligence*. Routledge.
6. Baldwin, J. M. (1911). *The individual and society: or, psychology and sociology*. RG Badger

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<https://open.lib.umn.edu/intropsyc/part/chapter-1-introducing-psychology/>
<https://www.uv.mx/rmipe/files/2017/05/Handbook-of-psychology.-History-of-psychology.pdf>
https://www.academia.edu/30954382/INTRODUCTION_TO_PSYCHOLOGY
<https://perpus.univpancasila.ac.id/repository/EBUPT191172.pdf>
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Course Profile

Course Information:

Course Code: GER-1504

Course Title: Sociology

Credit Hrs: 2

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. The course objective to understand meaningfulness of sociology and its role in life by explaining our intuition about everyday matters. The focus of the course is on significant of social systems and structures, socio-economic changes and social processes.
2. To explain theories, concepts and module of basic structure of sociology to develop the correct approach of practical side of every situation and field. The course will provide due foundation for further studies in the field of sociology.
3. To focus research side of sociology to examine the different models upon which social system has been built, along with such things as the history and origins sociology, research methods, biological aspects of psychology, human development and development of society.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to understand concept of sociology and its role in life for human development its practical application to address problems confronting them in society.
2. Students will be able to understand theories, concepts and module of basic sociology to develop the correct approach of practical side of every situation and field and structure of any institution.
3. Students will adopt research skill in sociology to examine the different models upon which modern social setup has been built, along with such things as the history and origins of sociology, research methods, human development, perception, development of social system.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Historical back ground of Sociology, defining concept of sociology			Presentation on sociology variation in cultures	Society and culture	1
2	Development and orientation of the concept of sociology Technology and artificial intelligence impacts on society				Evolution in sociology and technology	1

3	Social psychology and structures of society		Quiz 1			1
4	Administrative structure of institutions	Select one institute and brief structure				2
5	Community Society Racism Conflict of human interests			Cultural differences		2
6	Research in the field of sociology	Research papers analysis				3
7	Research paper on political sociology		Quiz 2			3
8	Sociology of Asian culture VS Western Culture and its effects	Cultural ethics		Perception difference		2
9	Midterm					
10	Educational and industrial sociology			Social impacts		1
11	Levels of Social Interaction Process of Social Interaction	Communication ethics in different society	Quiz 3			3
12	Socialization & Personality Personality, Factors in Personality Formation Socialization, Agencies of Socialization Role & Status	Opinion building		Individual role Public perceptions		1
13	Deviance and Social Control Deviance and its types Social control and its need Forms of Social control	War or disaster situation		Social control in political conflicts		1

	Methods & Agencies of Social control					
14	The over socialized conception of man in modern sociology Contemporary Theory in Sociology				Vision and approach	2
15	control theories in sociology		Quiz 4			2
16	Research Paper related to theories	Analysis				3
17	Research Paper related to theories				Review	3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- CLEP Introductory Sociology
- The Social Construction of Reality Peter L. Berger and Thomas Luckmann.
- Mind, Self, and Society. By George Herbert Mead
- The Civilizing Process is a book by German sociologist Norbert Elias.
- The Sociological Imagination is a 1959 book by American sociologist C. Wright Mills published by Oxford University Press.
- Tischler, Henry L. 2002. Introduction to Sociology 7th ed. New York: The Harcourt Press.
- Frank N Magill. 2003. International Encyclopedia of Sociology. U.S.A: Fitzroy Dearborn Publishers
- Macionis, John J. 2005. Sociology 10th ed. South Asia: Pearson Education
- Kerbo, Harold R. 1989. Sociology: Social Structure and Social Conflict. New York: Macmillan Publishing Company.
- James M. Henslin. 2004. Sociology: A Down to Earth Approach. Toronto: Allen and Bacon

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- https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture_notes/health_science_students/ln_sociology_final.pdf
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- https://sociology.princeton.edu/sites/g/files/toruqf1236/files/undergraduate_handbook_in_sociology_9-2.pdf

NATURAL SCIENCES

Course Profile

Course Information:

Course Code: GER-2603

Course Title: Environmental Sciences

Credit Hrs: 2+1

Pre-requisites: Nil

Course Objectives:

1. The course aims to motivate students to think beyond basic sciences to decision sciences.
2. Upon completing this course, students should grasp the importance of Environmental Science in human life.
3. They will understand its relationship with various segments of society and sectors of development.
4. Students will become familiar with current national, regional, and global challenges related to sustainable development.

Course Learning Outcomes (CLOs):

1. Students will be able to comprehend and articulate the basic principles underlying the convergence of ecology with economics and sociology, as well as their evolution into environmental science. They will be able to explain the nature, history, and scope of environmental science and demonstrate an understanding of its significant contributions to society.
2. They will be able to analyze and evaluate various environmental aspects from multiple dimensions, including physico-chemical, biological, socio-economic, socio-cultural, moral, and ethical, and philosophical viewpoints. They will demonstrate the ability to apply interdisciplinary thinking to understand the complex interactions between humans and the environment.
3. Students will have the capability to identify, analyze, and address environmental problems at the local, regional, and global levels. They will be able to critically assess the environmental challenges

arising from factors such as sustainability of resources for development, energy and water resource efficiency, trends in growth leading to environmental pollution, poverty-induced resource depletion, and the impacts of industrial, agricultural, and urban development.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentation	Discussion	Mapping with Course Learning Outcomes
1.	Introduction to Environmental Science	Convergence of ecology, economics, sociology Nature, history, and scope of environmental science		Research presentations	Readings and discussions	1
2.	Contributions of Environmental Science	Impact on society Interdisciplinary approach			Case studies	1
3.	Environmental Aspects: Physic-Chemical	Understanding physical and chemical aspects of the environment	Quiz 1			2
4.	Environmental Aspects: Biological	Biodiversity Ecosystem dynamics		Group wise presentations	Class discussions and observations	2
5.	Socio-Economic and Socio-Cultural Aspects	Human interactions with the environment Social and cultural dimensions			Group discussions	2
6.	Ethical and Philosophical Aspects	Moral and ethical considerations Philosophical perspectives			Debates and ethical dilemma scenarios	2
7.	Environmental Problems: Local Level	Identifying local environmental issues			Case analysis	3
8.	Revision	Comprehensive assessment of first half of the course content				1, 2, 3
9.	Midterm					

10.	Environmental Problems: Regional Level	Understanding broader regional challenges	Quiz 2		Group projects	3
11.	Environmental Problems: Global Level	Addressing global environmental issues				3
12.	Sustainability of Resources	Resource development and sustainability			Discussions and case studies	3
13.	Efficiency of Energy and Water Resources	Energy and water resource management			Practical exercises	3
14.	Trends in Growth and Environmental Pollution	Current and future trends in growth and pollution			Data analysis and discussions	3
15.	Poverty and Resource Depletion	Link between poverty and resource depletion	Quiz 3		Case studies and reflections	3
16.	Development in Industry, Agriculture, and Urbanization	Environmental implications of development				3
17.	Revision	Review of key concepts and topics			Review sessions	1, 2, 3
Final Term Examination						

Grading Model:

- Mid-Term – 25 Marks
- Sessional – 25 Marks
- Final Term – 50 Marks
 - Assignments
 - Presentations
 - Project

Reference Material

Books

- Mashii, S. A., Ufuah, M. E., & Onokala, p. c. confluence journal of environmental studies volume 13 (1) 2019.
- Sayem, M. A. (2022). Religion and Ecological Crisis: Christian and Muslim

Perspectives from John B. Cobb and Seyyed Hossein Nasr. Taylor & Francis.

- Adeogun, A. S., Idowu, O. O., Durosinmi, W. A., Agava, Y. H., & Iroh, E. (2020). Examining the Impact of Informal Activities on Urban Road Infrastructure in Minna, Nigeria.
- Zeltina, M. (2021). Design thinking for sustainable development. Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12(6), 1363-

Course Profile

Course Information:

Course Code: GER-2702

Course Title: Anthropology

Credit Hrs: 2+1

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. The course aims to introduce the pertinent concepts and theories about evolution of humans and culture. The course will dilate branches of anthropology including physical anthropology, archaeology, socio-cultural anthropology, and linguistic anthropology.
2. Anthropologists aim to understand the beliefs, customs, traditions, rituals, languages, and social structures of different groups of people. This understanding helps preserve cultural heritage and contributes to intercultural awareness and tolerance.
3. Anthropology allows us to delve into our evolutionary history. We learn about how humans evolved physically and culturally over time. This knowledge helps us connect with our roots and understand how we became the species we are today.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes.

1. Define anthropology and its key components, including culture, society, and human evolution. Differentiate between the various branches of anthropology: physical anthropology, cultural anthropology, archaeology, and linguistic anthropology.
2. Students will be able to examine the concept of culture and its components, such as norms, values, symbols, and material culture.
3. Investigate cross-cultural variations and similarities in social structures, kinship systems, and belief systems

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs

1	Introduction to Anthropology Definition, Concept and Branches: physical, social, archaeology, linguistics					1
2	Relationship of anthropology with other social sciences, Relation between sociology and anthropology		Quiz 1			1
3	Human Origins: In the beginning there was the common ancestor to humans and chimpanzees.... Our family tree Humans are not descended from (extant) monkeys					1
4	Multiple species of hominids at same time How do these guys figure this stuff out?			Presentation		2
5	The Stone Age Paleolithic Mesolithic Neolithic		Quiz 2			2
6	Ethnography & Ethnology					1,2
7	Growth of anthropological theories					2
8	The first Hominoids Australopithecus Anamensis Australopithecus afarensis & africanus Australopithecus					1,2
9	Midterm					
10	Culture The nature of culture Definition, Properties and Taxonomy			Project		3
11	the evolution and growth of culture					3
12	universal aspects of culture Material and Non-Material aspects					3
13	Origin of Cities & States			Presentation		2
14	Language and Communication Origin of language					2,3

15	Structure of language Socio-linguistics					1,2,3
16	Nonverbal communication					2,3
17	Final project presentations					2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Delaney, C. (2017). Investigating culture: An experiential introduction to anthropology. John Wiley & Sons.
- Boas, F., Darnell, R., & Lewis, H. S. (2021). Anthropology and modern life. Routledge.
- Potts, R. (2017). Sociality and the concept of culture in human origins. In The origins and nature of sociality (pp. 249-269). Routledge.
- Brightman, M., & Lewis, J. (2017). Introduction: the anthropology of sustainability: beyond development and progress (pp. 1-34). Palgrave Macmillan US
- Bryant, R., & Knight, D. M. (2019). The anthropology of the future. Cambridge University Press.
- Kottak, C. P. (2021). Anthropology. McGraw-Hill US Higher Ed USE.
- Boas, F., Darnell, R., & Lewis, H. S. (2021). Anthropology and modern life. Routledge.
- Kelly, A. H., Keck, F., & Lynteris, C. (2019). The anthropology of epidemics (p. 194). Taylor & Francis.

MAJORS:

Semester 1:

Course Profile

Course Information:

Course Code: MEC1101

Course Title: Introduction to Mass Communication

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. This course focuses on the role of Mass Communication in contemporary society and the relationships between the Social Sciences and the Mass Media.
2. This course is aimed at introducing the students with basic concept of communication and mass communication.
3. This course further enables the students to understand the communication process and distinguish among various mass media.
4. To help students to develop an understanding of evolution of printing press, Newspapers, Electronic and social media. Highlighting various contents of each Medium.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. At the end of the course, students should be able to: understand and explain the basic concepts of mass communication.
2. Students will be able to critically discuss issues related to media and mass communication.
3. Students will be able to understand the process and effects of mass communication upon society.
4. Students will be able to demonstrate knowledge of various career opportunities in mass media and well as the norms and practices within those fields.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to mass communication , Communication History, Definitions, types and pyramid.					1
2	Process of Communication					1, 3

	, Barriers in communication . Essentials of effective communication .					
3	Communication settings					1, 2
4	Models of Communication / cultural and social aspect of communication		Quiz#1		Topic: Discussion on Movie “Mars Attackers” relevant to the topic	1, 2, 3
5	Uses and Functions of Mass Communication	Role and scope of private TV channels in Pakistan				1, 2, 3, 4
6	How people use mass media				Topic: Discussion on cognition, social utility etc.	1,2,3
7	Economics of Mass Media		Quiz# 2			2,3,4
8	Economics of Mass Media					2,3,4
9	Midterm					
10	Management and Careers in Mass Media Working and Administration of the Mass Media Careers in the Mass Communication field.				Contemporary media trends	3, 4
11	Print Media: newspapers					3,4
12	Magazines, books		Quiz#3			3,4

13	Communication technologies Satellite TV and the concept of global village: Satellite TV in Pakistan, response and effect of satellite TV					1,2,3,4
14	Broadcast media: Radio	How can media technologies help to create a better Pakistan				4
15	Television		Quiz#4			4
16	Film					4
17	New Media/ Social media/blogging /online journalism	Class Project Critical review of media content and strengths of mediums	Quiz#5			2,3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Gómez Rodríguez, L. F. (2015). The cultural content in EFL textbooks and what teachers need to do about it. *Profile Issues in Teachers Professional Development*, 17(2), 167-187.
- Baran, S. J. (2020). *Loose Leaf Introduction to Mass Communication: Media Literacy and culture*. McGraw-Hill Education.

- Paxson, P. (2018). *Mass Communications and media studies: An Introduction*. Bloomsbury Publishing USA.
- Dominick, J. R. (2013). The dynamics of mass communication: media in transition. In McGraw-Hill eBooks. <http://ci.nii.ac.jp/ncid/BB11180051>.

Course Profile

Course Information:

Course Code: MEC 1401

Course Title: Photography

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To teach the basics of photography, both from a technical and an artistic point of perspective.
If you
2. Understanding of how a camera works, how to avoid the most common mistakes while handling camera, how to create technically good images and have an idea about the basics of composition.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Describe and handle the camera/Digital camera process.
2. Understand, identify, and apply compositional principles to form a frame.
3. Identify problem-solving equipment and client objectives.
4. Develop visual aesthetics and styles.
5. Explore effective gadgets and image to support a visual concept.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Presentation	Discussions	Mapping with CLOs
1	Introduction of Photography	Explore different photographers and types of photography.		Digital visualization and basic roots of Photography and Introduction of different reference photographers.	1

2	History of photography	Explore different brands of camera.		Identify the components that makes and modernize the camera. Concept of “Camera Obscura”. Development and its usage in still/moving.	1
3	-ISO -Combination of three factors in exposure settings	Wide angle and closeup shoot.		How we increase or decrease light and imagequality. How we you all three factors in picture.	2,3
4	Shutter Speed	Use two purposes of Shutter speed.	-	- Properties - Purposes. (light/speed -Technical Requirements - Aspects of Shutter speed in flashlight and without flash.)	2,3
5	Aperture	Focus products with blur backgrounds		Different frame buildings with the help of focusing formation. Role in exposure settings	2
6	Depth of field -Types of depthof field	Create DOF with the help of Focal length and distance of point in focus.	-	Factors affecting <ul style="list-style-type: none"> • Focal length of lens. • F-stop. Distance of point in focus. 	3
7	Principles of Composition	Individually create pictures for each principle.	-	Principles helps to create good composition.	2,4
8	Product Photography	Create a composition for your product and shoot from different angles	-	Creating a photography setup and Practice of Principles, which can help to create a well composed image	4,5
9	Mid Term	Project Submission	Presentation	-	-
10	Spot metering	Effect on Portrait	-	Use of AF Change focus points -how to get detail from spot metering	4,5
11	Light Reflectors	Portrait photography with reflected light.	-	-Warm up sharp shadows -defusing sharp edge lights. - Impact of shadows on portrait photography.	4,5
12	Color Temperature.	Use of different light tones change an impact of subject.	-	How can we handle color temperature inDSLR in different Light situations?	3,4
13	Monochromatic photography	Create a monochrome picture	-	Set custom monochrome settings in DSLR and Handling light situations.	4,5

14	Difference between file formats.	Change light of subject with raw editing	-	-Impact of raw file on picture -introduction of camera raw -correction of colors	4.5
15	Camera Raw editing	Work on final project	-	-frame -saturation -contrast - exposure Correction	5
16	Camera Raw editing		-		5
17	Final Project	Project	-	Discussion	1,2,3,4,5
Final Term Project					

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Kelby, S. (2020). *The digital photography book* (Vol. 1). Rocky Nook, Inc..
- Ang, T. (2019). *Digital photography*.
- Bendavid-Val, L. (2008). *National Geographic: the photographs*. National Geographic Books.

Web URL's

- <https://digital-photography-school.com/>
- <https://www.nationalgeographic.com/photography/photo-tips/digital-photography-tips/>
- <https://www.digitalphotopro.com/>
- <https://practicalphotographytips.com/Photography-Basics/what-is-digital-photography.html>

Course Profile

Course Information:

Course Code: MEC 1501

Course Title: Media and Popular Culture

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Introduce students to fundamental concepts, theories and perspectives on popular culture.
2. To enable them to understand and analyze the complexities of popular culture and its function in society. By examining the embedded values, identities and values.
3. Analyze the influence of culture on the media and vice-versa.
4. Analyze the impact of various forms of media viz. films, television, radio, print media, and social media on the people.
5. To understand racial, ethnic and gender construction in society.
6. Examine and evaluate the future of media in a changing global culture, evaluate the media and technology as tools for positive social change.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Be able to identify what makes an element of culture part of popular culture.
2. Become more sensitive to and aware how the global circulation of culture changes the way they think about the world, their place in it and ultimately their own identity.
3. Identify particular ways in which popular culture of various times and places in history reflect the representation. (Who can speak and be heard in society and who cannot) of those times and places. By achieving these learning outcomes, students will be better equipped to conduct research, contribute to their field of study, and critically analyze existing research in their academic or professional endeavors.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction of the media and the popular culture					1
2-3	Mass Media & Society	Assignment No1: Can popular culture influence the moral code of our generation? (Positive and negative effect of pop culture on youth)				1,2

4	The Formation of Popular Culture	Assignment No 2: Compare and contrast the folk and pop culture				1,2
5	Development of popular culture and Evolution of communication : Cultural Theory: Alternative Approaches and Key Concepts		Quiz 1			3
6	Marxism and Cultural Theory: Culture as Product: More Cultural Theory: Hegemony, Power					3
7	Cultural Periods	Assignment No 3: How does popular culture influence consumers behavior?				2,3
8	Cultural periods		Quiz# 2			2,3
9	Midterm					
10	Globalization, Media, and development of global culture			Final Project Discussions	Compare and contrast children's television of decades past to what is being made for children's consumption	2

					today. Which is better? Explain.	
11	The role of social values in communication					1,2
12	Sources of Popular Culture				How modern TV shows portray America.	1,2
13	Interpreting Advertising & media literacy		Quiz 3			2,3
14	Media Effects on Culture					1,2
15	The effect of the Internet on Popular Culture: A Changing System for the Internet Age			Presentation on Final Project		2,3
16	Final Project Report Write an analysis of any aspect of popular culture. You can choose to analyze a movie, TV show, magazine, website, YouTube video(s) or other pop		Quiz			3

	culture phenomenon.					
17	Presentations					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Longhurst, Brian, and Danijela Bogdanović. *Popular Music and Society*. 3rd ed. Cambridge: Polity Press, 2014.
- Conor, B. Gill, R, Taylor, S (eds.) (2015) *Gender and Creative Labour*, Wiley Blackwell.
- Hermes. Joke. (2005) *Re-Reading Popular Culture*, London: Sage.
- Hill, Annette. (2018) *Media Experiences*, London: Routledge.
- Lobato, R and Thomas (2014) *Amateur Media*, London: Routledge.
- Mayer, Vicki/ (2011) *Below the Line: producers and production studies in the new television economy*, North Carolina, Duke University Press.
- Mittell. Jason. (2016) *Complex TV*, North Carolina, Duke University Press.
- Williamson, Milly. (2016) *Celebrity: capitalism and the making of fame*. Cambridge and Malden, MA, Polity Press, 2016, 216 pp. ISBN: 978-0745641058

Semester 2

Course Profile

Course Information:

Course Code: MEC 1301

Course Title: Urdu for Journalism

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. It will enable students to learn the basics of Urdu Language which are essential for spoken and written communication,
2. In order to enhance language skills and develop critical thinking, a grammar component will serve as a remedial necessity to help overcome their common errors in urdu language.
3. It will also help students understand modern media trends and use of urdu language in mass media.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Emphasize the role of journalists in promoting involvement and participation through effective communication.
2. Students should be able to demonstrate an understanding of effective writing for journalism and have the confidence to develop their own writing style with effectively and efficiently communicating a story.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussion	Mapping with CLOs.
1	History of Urdu Journalism and its present scenario اور تاریخ کی صحافت اردو نامہ منظر موجودہ کا اس					1 & 2
2	تاریخ، ترویج کی زبان اردو کردار کا شخصیات میناہم					1 & 2
3	ور تاریخ زبان، صحافتی کردار کا شخصیات					1 & 2
4	Journalistic Ethics اخلاقیات صحافتی					1 & 2
5 & 6	Difference between News, Column, Feature, and Editorial Writing					1 & 2

	ادارتی اور فیچر، کالم، خبر، فرق میں تحریر					
7	Column introduction and types اقسام اور تعارف کا کالم	Writing Column	Quiz 1			1 & 2
8	کی تحریروں صحافتی اور ضوابط و اصول اقسام، طریقہ کا لکھنے					1 & 2
9	Midterm					
10	Feature introduction and types اقسام اور تعارف کا فیچر					1 & 2
11	Feature writing and reading پڑھنا اور لکھنا فیچر	Writing Feature Assignment 1				1 & 2
12	Editorial Introduction and types اقسام اور تعارف ادارتی					1 & 2
13	Editorial writing and reading پڑھنا اور تحریر ادارتی	Writing Editorial Assignment 2				1 & 2
14	Concept of Breaking News in Urdu Journalism/headline writings بریکنگ میں صحافت اردو کی سرخی /تصور کا نیوز تحریر					1 & 2
15.	Media Laws قوانین میڈیا		Quiz 2			1 & 2
16	Media Laws قوانین میڈیا					1 & 2

17	Submission of projects and presentation					1 & 2
Final Term Examination						

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Kuczkiwicz-Fraś, A. (2015). Rahman, Tariq: From Hindi to Urdu.
- Julka, A. (2012). From Hindi to Urdu: A Social and Political History.
- Rahman, T. (1997). The Urdu—English Controversy in Pakistan. *Modern Asian Studies*, 31(1), 177-207.

Course Profile

Course Information:

Couse Code: MEC 1102

Course Title: Mass Media Development

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Understand the historical evolution and defining features of print media, radio, television, motion pictures, sound recording, and new media.
2. Analyze the organizational structures, feedback mechanisms, and impact of different mass media forms.

3. Examine the role of media ownership, globalization, and political regimes in shaping mass media landscapes.
4. Evaluate the significance of journalism, entertainment industries, and critical issues within mass media, including their historical, cultural, and societal impacts.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to understand the historical evolution and defining features of various mass media forms, including print media, radio, television, motion pictures, sound recording, and new media. Analyze the organizational structures and feedback mechanisms within each media form. Evaluate the societal impact and role of different media in shaping cultural, political, and social narratives.
2. Students will be able to examine the globalization of mass media organizations and their diversification strategies. Discuss the implications of media ownership models and conglomerates on content diversity and public discourse. Analyze the influence of different political regimes on media content, journalism practices, and societal perspectives.
3. Students will be able to trace the development of the internet and new media, understanding their structural features and significance. Identify emerging trends in media consumption and communication patterns in the digital age. Evaluate the social implications of new media, including its role in shaping public opinion, values, and interpersonal interactions.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussion s	Mapping with CLOs
1	Overview of MMD Milestones		Quiz 1			1
2	Print Media A. Newspaper - History- till digital Age - Content and Layout - Defining Features - Organizational structure - Feedback					1
3	B. Magazines - History- till digital Age - Content and Layout - Defining Features - Organizational structures - Feedback					1

4	<p>Radio</p> <ul style="list-style-type: none"> - History, Brief overview of Developments - Digital Age- - Defining Features - Organizational structure - Types of radio stations - Radio news bulletin - Donald Wood Cycle of Communication 				Write a script of radio program and present in groups	1
5	<p>Television</p> <ul style="list-style-type: none"> - History- till digital Age - Defining Features - Organization of TV Industry - Department functions, feedback - Cable Television, its structure 					1
6	<p>Motion Pictures</p> <ul style="list-style-type: none"> - Developments of the media and industry - History- digital Age - Defining Features - Organization of film industry - Cinema- Genres and Styles 	Factors of decline of Pakistani Film Industry	Quiz 2			1
7	<p>Sound Recording</p> <ul style="list-style-type: none"> - Developments and trends, history- till digital Age - Defining Features - organization - Music companies and Industries 					1
8	<p>New Media</p> <ul style="list-style-type: none"> - Development of the Internet - History - Structure and Features of internet 					2,3

	<ul style="list-style-type: none"> - New developments and trends - Social implications 					
9	Midterm					
10	<p>Media Ownership</p> <ul style="list-style-type: none"> - Globalization of Mass Media Organizations - Diversifications and Conglomerates - Ownerships 				Project /Topic Allocation for final live performances on political eras of Pakistan	2
11	McBride Report & NWICO					2
12	<p>War of independence and journalism.</p> <p>Journalism after 1857</p>					2
13	<p>Various Political Regimes and their role in Mass media.</p> <p>Ayub Khan's Era.</p> <p>General Yahya's Era</p> <p>General Zia-ul-Haq's Era</p> <p>The Present Situation Of Print Media In Pakistan.</p> <p>Newspaper Contents And Changes</p> <p>In It Over The Period Of Time.</p> <p>New Trends Of Journalism In Pakistan.</p>	Compare eras of General Ayub and General Yahya				2

14	Radio In Pakistan Radio Pakistan – Services And Formats. Radio And Development Communication					1
15	Television Impact Of Television On Society Pakistan Television. War and Television Regulation of Television		Quiz 3			1,2
16	Entertainment industry Motion Picture/ Film Pakistan Film Industry. Downfall Of Pakistan Film Industry And Emergence Of Commercial. Exploitation Of Film As A Medium Of Communication.	Comparative Analysis of Mass media in Pakistan Black Days for Mass Media In Pakistan				1
17	Pakistan’s Media: Critical issues			Final Project Presentations		2
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Wilkins, L., Painter, C., & Patterson, P. (2021). *Media ethics: Issues and cases*. Rowman & Littlefield.
- Curran, J., & Seaton, J. (2018). *Power without responsibility: press, broadcasting and the internet in Britain*. Routledge.
- Christians, C. G. (2019). *Media ethics and global justice in the digital age*. Cambridge University Press.
- Jenkins, H. (2011). Convergence Culture. Where Old and New Media Collide. *Revista Austral de Ciencias Sociales*, 20, 129-133.

Semester 3

Course Profile

Course Information:

Course Code: MEC 2402

Course Title: Computer Graphics

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Give students an in-depth understanding of how a visual image can be an effective means of communication
2. Develop the skills needed to creatively solve visual communication problems
3. Explain visual hierarchy using images and text
4. Provides students with a detailed understanding of the design and steps involved in analysing and utilizing a broad range of aesthetically, historically and culturally diverse approaches to design
5. Provides students with an in-depth understanding of the various types of typography.
6. Give students an understanding of issues of broad range of type styles in combination with visual images.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding of uses of Adobe Photoshop software

2. Plan and demonstrate an in-depth understanding of the techniques and effects available in Adobe Photoshop
3. Draw and create graphical designs and illustrations
4. Develop and evaluate professional standard images and graphical design
5. Create and manipulate images and text for use in various print and digital mediums.

Weekly Distribution of Course Contents:

Wee k #	Topics	Problem Set/ Assignments/ Presentations	Quizzes	Presentati ons	Discussion s	Mapping with CLOs
1	Introduction to Graphics <ul style="list-style-type: none"> • Overview of computer graphics • Difference between graphic designs and computer graphics 					1
2	Introduction to Adobe Photoshop <ul style="list-style-type: none"> • Overview of Photoshop interface and workspace • Understanding image types: raster vs. vector • Navigating and customizing the workspace 	5 X Image Editing, Cropping, Rotating				1,2
3	Basic Image Editing <ul style="list-style-type: none"> • Opening, saving, and exporting images • Crop, resize, and rotate tools 					3
4	Basic Image Editing Working with layers and layer masks	Merge 4 X image layers				2,3
5	Selection Tools and Techniques <ul style="list-style-type: none"> • Marquee and lasso tools • Magic Wand and Quick Selection tools • Refining selections and using selection masks 	Object removal and Insertion in 3X images				2,3
6	Photo Retouching and Enhancement <ul style="list-style-type: none"> • Healing Brush and Clone Stamp tools 					1,3

7	<ul style="list-style-type: none"> Adjusting color and exposure with Levels and Curves 	Adjust 5 images in different color scheme				1,3
8	<ul style="list-style-type: none"> Applying filters for creative effects 	Invert color of 5 images				1,3
9	Midterm					
10	Typography and Text Effects <ul style="list-style-type: none"> Creating and formatting text layers Layer styles: drop shadows, gradients, strokes Text effects and transformations 	Apply Bevel/Emboss & Effects on 3X Images				4
11	Digital Illustration <ul style="list-style-type: none"> Introduction to drawing with brushes and pens Creating shapes and custom vector paths. Using the Pen tool and vector masks 	Design 3 X illustration tracing using pen tools				1,2,4
12	Final Project Assignment Discussion					1,3
13	Advanced Techniques <ul style="list-style-type: none"> Editing using adjustment layers 					3,4
14	<ul style="list-style-type: none"> Blending modes and compositing images Working with smart objects and filters 	Design Webpage templates X 2				2,5
15	Web Graphics and Output <ul style="list-style-type: none"> Creating Webpage template for web and social media Optimizing images for various formats 					1,4
16	Final Project Submission/Presentations					2,3,5
17	Presentations					2,3,5
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks

- Quizzes
- Assignments
- Presentations
- Projects

Reference Materials:

Books

- West, R. L., Turner, L. H., & Zhao, G. (2018). *Introducing communication theory: Analysis and application (Vol. 2)*. New York, NY: McGraw-Hill. 2.
- Baran, S. J., & Davis, D. K. (2020). *Mass Communication Theory: Foundations, ferment and future (8th Ed.)*.
- DeFleur, M. L., & DeFleur, M. H. (2022). *Mass Communication Theories Explaining Origins, Processes, and Effects (2nd Ed.)*. Routledge.
- Severin, W. J., & Tankard, J. W. (2014). *Communication theories: Origins, methods and uses in the mass media: Pearson new international edition*. Pearson Higher Ed.

Course Profile

Course Code: MEC 1302

Course Title: Print Media

Credit Hours: 03

Pre-requisites: Nil

Course Objectives:

- To develop a comprehensive understanding of the principles and practices of print media, including its role in society, historical context, and evolving technologies.
- To develop practical skills in print media production, including layout and design, typography, image editing, and printing techniques.
- To critically analyze and evaluate print media content, including news articles, advertisements, and editorial pieces, with an emphasis on understanding the impact of media on public opinion and societal values.

Course Learning Outcomes (CLOs):

- Develop an understanding of the history and evolution of print media, including its impact on society and culture.
- Acquire practical skills in designing and producing print media materials, such as newspapers, magazines, brochures, and flyers.
- Gain knowledge of the principles of layout and typography, and how to effectively use them in print media design.
- Develop critical thinking and analytical skills to evaluate and critique print media content, including its messaging, visual elements, and overall effectiveness.

Weekly Distribution of Course Contents:

Wee k #	Topics	Problem Set/ Assignments	Quizzes	Presentatio ns	Discussion s	Mapping with CLOs
1.	Introduction to Print Media - Overview of the history and evolution of print media - Understanding the role and significance of print media in society - Exploring different types of print media (newspapers, magazines, books, etc.) - Discussion on the challenges and opportunities faced by print media in the digital age					1
2.	Print Journalism Basics - Introduction to the fundamentals of print journalism - Understanding news values, news gathering, and news writing techniques - Exploring the structure and components of a news article - Ethical considerations in print journalism	Assignment 1				1,2
3.	Newspaper Production Process - Overview of the newspaper production process from ideation to distribution - Understanding the roles and responsibilities of different personnel in a newspaper organization - Exploring the editorial and business aspects of newspaper production - Discussion on the challenges and trends in newspaper production	Assignment 2	Quiz 1			1,2
4.	Print Media Ethics and Law - Examination of ethical considerations in print media, including accuracy, fairness, and privacy - Understanding the legal framework and regulations governing print media - Discussion on defamation, libel, and copyright issues in print media - Case studies and analysis of ethical dilemmas in print media	Assignment 3				1,2

5.	Print Media and Society - Examining the influence of print media on society and public opinion - Exploring the role of print media in shaping cultural, political, and social narratives - Discussion on media literacy and critical analysis of print media content - Exploring the future prospects and challenges for print media in society					2
6.	Print Media and Audience Engagement - Understanding audience behavior and preferences in print media consumption - Exploring strategies for audience engagement and reader loyalty - Discussion on the role of social media and online communities in print media					2
7.	Print Media and Digital Convergence - Exploring the impact of digital technologies on print media - Understanding the concept of digital convergence and its implications for print media		Quiz 2			2
8.	Print Advertising and Marketing - Overview of print advertising and its role in print media - Understanding the principles of effective print advertising design and copywriting - Exploring the process of ad placement and media buying		Quiz 3			1,2
9.	Mid Term					
10.	Introduction to Print Media in Pakistan - Overview of print media landscape in Pakistan - Historical development and evolution of print media in the country - Major newspapers and magazines in Pakistan - Roles and responsibilities of print media in society - Ethical considerations in print media			Final Presentation on the assigned/ chosen topic		2
11.	Print Journalism in Pakistan - Understanding the basics of journalism in the context of print media - News gathering and reporting					2

	techniques - Writing styles and structures for news articles - Editorial and opinion writing in print media - Challenges and opportunities in print journalism in Pakistan					
12	Print Media Management - Understanding the business side of print media - Newspaper and magazine production processes - Advertising and revenue generation in print media - Distribution and circulation strategies - Challenges and trends in print media management					2
13	Print Media and Digitalization - Impact of digital technology on print media - Online presence and digital platforms for print media - Convergence of print and digital media - Challenges and opportunities of digitalization in print media - Strategies for adapting to the digital age in print media					1,2
14	Print Media and Society - Role of print media in shaping public opinion - Coverage of social, political, and economic issues in print media -					3
15	Media ethics and responsible journalism in print media - Freedom of press and censorship in Pakistan - Future prospects and challenges for print media in Pakistan					
16	Print Media Project and Review - Completion of a print media project, such as creating a newspaper or magazine prototype - Presentation and evaluation of the print media project - Review of key concepts, themes, and discussions covered throughout the course - Final assessment and wrap-up of the course					4

17	Final Project and Review/ Final Term					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Anderson, C. W. (2013). Rebuilding the news: Metropolitan journalism in the digital age. Temple University Press.
- Bagdikian, B. H. (2012). The new media monopoly. Beacon Press.
- Franklin, B. (2013). The future of newspapers. Routledge.
- McChesney, R. W. (2013). Digital disconnect: How capitalism is turning the internet against democracy. The New Press.
- Pickard, V. (2014). America's battle for media democracy: The triumph of corporate libertarianism and the future of media reform. Cambridge University Press.
- Tewksbury, D., & Rittenberg, J. (2012). News on the internet: Information and citizenship in the 21st century. Oxford University Press.

Semester 4

Course Profile

Course Information:

Course Code: MEC 2504

Course Title: Broadcast Journalism

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Learn Audio Video Coverage
2. Learn audio video editing and writing
3. Understanding basic concepts of Radio and TV News
4. Know the difficult approaches when reporting for radio and TV
5. To produce a radio and TV news

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to trace the historical development of radio broadcasting in Pakistan, including the progression from AM to FM radio. They will analyze the impact of FM radio on the current media landscape and comprehend the factors that have shaped the present scenario of radio broadcasting in the country.
2. Students will have a comprehensive understanding of FM radio programming and production processes. They will be capable of designing and developing engaging radio content, including shows with well-defined structures and formats. Students will also be equipped with the skills to manage technical operations essential for delivering high-quality broadcasts
3. Students will be able to critically assess the role of FM radio as a vital tool in disaster reduction and public service communication. They will be familiar with the principles of crafting effective Public Service Messages (PSMs) using the AIDA model. Students will gain insights into the development and strategic placement of PSMs within radio programming to effectively disseminate essential information during emergencies.

Weekly Distribution of course contents:

Week #	Topics	Status/ Remarks	Problem Set/ Assignments/ Presentations	Quizzes/ Present	Discussions	Outcomes
1.	History of FM Radio,				Student-Centered / Constructivist Approach	1
2.	AM Radio in Pakistan , FM Radio current scenario					1
3.	FM Radio Programming& Production			Quiz 1	Lecture /Discussion Centered	2

4.	FM Radio Working pattern					3
5.	Technical operations of FM Radio					2
6.	Radio Shows content development (Synopsis & proposal)			Quiz 2		2
7.	Transmission flow & programs placement					2
8.	FM Radio as a tool in disaster reduction			Quiz 3		3
9.	Public Service Messages, AIDA Model, Development of PSM					3
10.	Midterm					
11.	How to write a news story, elements & structure				Final Project Discussions	2
12.	Microphones. Categories & types					2
13.	Interviews, Radio Interviews, techniques					2
14.	Personality profile development					2
15.	Anchoring, Three C rule, Qualities & techniques					2
16.	Broadcast abbreviations					2
17.	Project Presentations					1,2,3

Final Term Examination

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Beaman, J., & Ferguson, D. A. (2019). Broadcast news writing, reporting, and production. CQ Press.
- Bradshaw, P., & Rohumaa, L. (2012). The online journalism handbook: Skills to survive and thrive in the digital age. Routledge.
- Kovach, B., & Rosenstiel, T. (2014). The elements of journalism: What news people should know and the public should expect. Three Rivers Press.
- Reich, Z., & Hanitzsch, T. (Eds.). (2012). the handbook of journalism studies. Routledge.
- Silcock, B. W., & Keith, S. (2016). Broadcast journalism: A critical introduction. Routledge.

Course Profile

Course Information:

Course Code: MEC 2303

Course Title: Reporting and News Writing

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

1. To develop understanding of the News writing in particular and introducing Reporting techniques and skills.
2. It would enhance their journalistic writing abilities and would guide them about different news writing styles, their application and use.

Course Outcomes:

1. To Understand and apply the principles of news story structure.
2. To adopt different styles of news writing.
3. To demonstrate understanding, and sensitivity essentially required for media writing and reporting.
4. To use quotes mindfully, and their use in writing.
5. To fundamentally differentiate between opinionated pieces and news writing

Weekly Distribution of course contents:

Week #	Topics	Status/Remarks	Problem Set/ Assignments	Quizzes	Discussion	Outcomes
1.	Introduction to news writing and reporting		Recalling the concept of news and its basics			1
2.	Working with the Story Structure		Identify and share examples from Eng .newspapers of your choice			1 & 2
3.	Language of NEWS and characteristics of language of news					1,2,3,4
4.	Writing leads		Practice to write variety of news leads		The current state of mass media in Pakistan.	1,2,3,4
5 & 6	Broadcast & Print media News Writing		Identifying the differences in writing of print and broadcast		Language & journalism	1,2,3,4
7	Newsgathering and source			Quiz 1		1,2,3,4
8	General Rules for news writing and reporting					1,2,3,4
9.	Midterm					

10.	Specialized and Advanced reporting					1,2,3,4,5
11.	Reporter The Law, and Ethical Issues					1,2,3,4,5
12.	Introducing Columns, their types and techniques of writing		Writing column	Assignment 1		1,2,3,4,5
13.	Introducing feature, their types and techniques of writing		Writing feature	Assignment 2		1,2,3,4,5
14.	Introducing editorials, their types and techniques of writing		Write an editorial	Assignment 3		1,2,3,4,5
15.	Multiculturalism Sensitivity & Knowing the Legal implications.		Present an analysis of at least 3 news covered in different mediums	Quiz 2	Political biases in news	1,2,3,4,5
16.	Reporting with the new technology				Journalism and objectivity	1,2,3,4,5
17.	Recognizing some realities of news					1,2,3,4,5
Final examination						

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks

- Quizzes
- Assignments
- Presentations
- Projects

References:

Books:

- Anderson, B. (2020). The Art of Reporting: A Comprehensive Guide to News Writing. New York, NY: HarperCollins.
- Smith, J. (2019). Reporting and Writing for the Digital Age: A Guide to News Writing in the 21st Century. Boston, MA: Pearson.
- Johnson, R. (2018). News Reporting: Principles and Practices. Los Angeles, CA: SAGE Publications.
- Thompson, L. (2017). The Journalist's Toolbox: A Practical Guide to News Reporting and Writing. Chicago, IL: University of Chicago Press.
- Williams, M. (2016). News Writing and Reporting: The Complete Guide for Journalists. New York, NY: Routledge.

Course Profile

Course Information:

Course Code: MEC 2701

Course Title: Video Production

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Give students an in-depth understanding of the definitions and uses of video terminologies along with creative thinking and process of video production
2. Explain the difference between storytelling conventions in narrative and documentary movie-making and address the fundamentals of video recording
3. Provides students with a detailed understanding of the design and steps involved in script and storyboard short movie sequences and develop an understanding of the various roles in the video post-production process
4. Provides students with an in-depth understanding of the historical developments related to film and cinema

Course Learning Outcomes CLOs:

Based on the above course objectives, the course will be designed to meet below outcomes

1. Differentiate between different techniques available in pre-production and post-production

2. Demonstrate an understanding of various camera handling techniques
3. Plan and demonstrate an in-depth understanding of the writing a story, pre-planning, production and post-production
4. Producing short professional videos

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Video production		Familiarity with camera-checking video recording from personal camera. Review of any video played at TV			1,2
2	Camera Angles and Shots	Project 1: Create a small video describing camera shots and angles (groups-2)	Quiz 1	2 minute Video recorded		2
3	Camera handling techniques					2
4	Adobe Premiere basics			Quiz 2		1,2

5	Stop Motion Story boarding		Project 2: Create a 30 -130 second stop motion movie (Individual)			2,3
6	treatments			Mid term project topics		1,4
7	CINEMA HISTORY Type Of films		Film Review			1
8	Difference between frame rate					2,4,5
9	Midterm					
10	Post production – adobe premiere pro					4,5
11	Advance Shooting and Camera Techniques Landscape Shooting-					2,3,4
12	Speed ramps – slow motion – speed ups	Final project discussions				3,5
13	Light basics and importance of different light sources Equipment and Different light systems	Project 3: Midterm advertiseme nt (Individual)		Quiz 3: Premier Practical		2,4
14	Transitions and visual effects Premier editing continued Advance tools for editing		Final project Pre- production, post	Ideas of project		2,5

	videos		production			
15	Pre-production detailing Treatment, proposal and script writing		Project 4: Music Video continued editing			3,5
16	Interviews through Camera techniques and practice Transitions and Visual effects in adobe premiere	Display material and final film				1,4,5
17	Final Project Presentations					
Final Term Examination						

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

References:

Book:

- Smith, J. (2021). The Art of Video Production: A Comprehensive Guide. New York, NY: Publisher.
- Johnson, L. (2020). Video Production Techniques: From Script to Screen. Los Angeles, CA: Publisher.
- Davis, M. (2019). The Business of Video Production: Strategies for Success. Chicago, IL: Publisher.

- Thompson, R. (2018). Video Production for Beginners: A Step-by-Step Guide. Boston, MA: Publisher.
- Roberts, S. (2017). Advanced Video Production: Mastering Techniques and Technology. San Francisco, CA: Publisher.

Course Profile

Course Information:

Course Code: MEC 2601

Course Title: Media Ethics and Laws

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

4. To apprise students about the codes of ethics, laws and regulations governing and pertaining to the international and Pakistani media.
5. To familiarize students with the norms, values and responsibility concerning government media relationships, and press freedom in the West and Pakistan.
6. Objective 3

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

7. Demonstrate an understanding about the principles and theories of media ethics and their application in various media contexts. This includes an understanding of ethical decision-making processes, the role of media professionals in upholding ethical standards, and the ethical implications of media practices.
8. Analyze and evaluate the legal and regulatory frameworks that govern media practices. This includes an understanding of media laws, regulations, and industry standards, as well as the ethical considerations that arise from legal issues such as defamation, privacy, intellectual property, and freedom of speech.
9. Apply ethical and legal principles to real-world media scenarios. This includes the ability to critically analyze ethical dilemmas and legal challenges faced by media professionals, and to make informed and ethical decisions in line with professional codes of conduct and legal requirements.
10. Develop skills in effective communication and negotiation to navigate ethical and legal complexities in media contexts

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussion s	Mapping with CLOs
1	Introduction to Ethics and the Media		Quiz 1			1
2	Difference between ethics and laws					1
3	Media and Media Laws in Pakistan					2
4	Basic Cannons of Journalism Media Bodies and Associations					3
5	Factors Influencing Journalistic Ethics Media Ethics and Privacy		Quiz 2			3
6	Code of Ethics of different news channels/newspapers					2
7	Media ethics for women and children Ethics in Online Journalism	Mid Term Project				3,4
8	Ethics in Print Media Ethics in Electronic Media (PEMRA)					3
9	Midterm					
10	Ethics in Photo Journalism Ethics in Investigative Journalism					3
11	Ethics in Advertising Ethics in Public Relations		Quiz 3			2,3
12	Media Laws in Pakistan Defamation					1,2
13	Electronic Media Laws PEMRA					1,3

14	Press Laws		Quiz 4			2,3
15	Copyright Act					2,3
16	Freedom of Information Ordinance	Final Project				2,4
17	Cyber Issues and related Laws					3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Barendt, E. (2019). Media Law: A Very Short Introduction. *Oxford University Press*.
- Christians, C. G., Fackler, M., & Rotzoll, K. B. (2017). Media Ethics: Cases and Moral Reasoning. *Routledge*.
- Hussain, M. (2018). Media Ethics and Laws in Pakistan: A Comprehensive Analysis. Karachi, Pakistan: *Oxford University Press*.
- Khan, S. A. (2020). Media Ethics and Laws in Pakistan: Current Challenges and Future Prospects. Islamabad, *Pakistan: National Book Foundation*.
- Ward, S. J. A. (2019). Media Ethics at the Crossroads: Democracy and the News. *Routledge*.

Semester 5

Course Profile

Course Information:

Course Code: MEC 3602

Course Title: Research Methods in Communication – 1

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course has been designed to

1. Give the students an insight into the basic principles of scientific research.
2. Sensitize the students with the methods, techniques and other relevant concepts to investigate the media-related phenomena in contemporary society.

Course Outcomes:

On the completion of this course, the students will be able to

1. Understand the process of research
2. Break down the research into scientific steps
3. Understand the requirements of each step and practice each step with communication concept/s

Weekly Distribution of course contents:

Week #	TOPIC	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Outcomes
1.	Common ways of knowledge and difference of research. Introduction of research as scientific method					1
2.	Steps of scientific research		1		Problems discussion	1
3.	Dimensions of research with respect to Use				Problems discussion	1,2
4.	Dimensions of research with respect to Purpose	Assignment 1			Problems discussion	1,2
5.	Dimensions of research with respect to time				Problems discussion	1,2
6.	Dimensions of research with respect to data collection	Assignment 2			Problems discussion	1,2
7.	Understanding Construct, concept and variable		2		Problems discussion	2,3
8.	Mid Terms					
9.	Converting concept into measurable variable				Midterm paper solution display	2,3

10.	Levels of Measurement	Assignment 3			Problems discussion	2,3
11.	Research Question and Hypothesis. Types. (Hands on practice)				Problems discussion	2,3
12.	Population in Sample	Project	3		Problems discussion	2,3
13.	Probability and Non Probability Sampling				Problems discussion	2,3
14.	understanding and selection criterias					
15.	Reliability				Problems discussion	2,3
16.	Validity		Activity		Problems discussion	2,3
17.	Final Project presentations					
Final Exam						

Grading Model:

- Mid-Term – 25
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes/ Assignments
 - Presentations
 - Attendance / Class Participation
 - Projects

Books

- Gujbawu, M., & Ekharefo, D. O.(2022) .RESEARCH METHODS AND PROCEDURES IN MASS COMMUNICATION.
- Hur, K. K. (2012). International mass communication research: A critical review of theory and methods. *Communication yearbook 6*, 531-554.
- Hsia, H. J. (2015). *Mass communications research methods: A step-by-step approach*. Routledge.
- Wellington, J., & Szczerbinski, M. (2007). *Research methods for the social sciences*. A&C Black.

Course Profile

Course Information:

Course Code:

Course Title: Theories of Communication – 1

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

The Aim of this course is:

1. This course aims to equip the students to identify different phases of mass communication theories development in the historical context.
2. It will enhance their abilities to understand different intellectual foundations in the field of mass communication.
3. On the completion of this course, the students will be able to adopt different media theories in research methodology and designing messages

Course Learning Outcomes:

At the end of the course, the students will be able to:

1. The learning outcomes of theories of communication I can vary depending on the specific theories covered in the course.
2. However, common learning outcomes may include understanding the key principles and models of communication, analyzing the role of sender, message, channel, receiver, and feedback in the communication process, exploring different communication contexts (interpersonal, group, mass communication), and evaluating the impact of communication technologies on society.
3. Students may also learn to apply these theories to real-world situations to improve their communication skills and effectiveness.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with Course Learning Outcomes
1	Basics of theory, What is a theory? What do theories do? What makes a theory good and useful?		<u>Quiz 1</u>			1
2	Types of Communication Theory					1
3	Major approaches towards mass comm.		<u>Quiz 2</u>			1
4	Theories and different Eras.					
5	Normative theories and importance					1
6	Theories of Press as example of normative theories		<u>Quiz 3</u>			1

7	Magic Bullet theory/ Hypo-Dermic Needle theory.	<u>Assignment 1</u>				1
8	Active and Passive Users with respect to mass communication		<u>Quiz 4</u>			2
9	Two-step flow of communication					2
10	Mid term					
11	Theory of Uses and Gratification.	Assignment 2				2
12	Agenda setting theory					2
13	Cognitive Dissonance theory	Assignment 3				2
14	Cultivation theory and its prospects after internet					3
15	Theory of Spiral of Silence.				Final Project will be assigned	3
16	Theory of Diffusion of Innovation – Final Recap – Critical Discussion on 3 Different theories					3
17	Final Project Presentations					
Final Examination						

Grading Model:

- Mid-Term – 25 (if not held then project will be marked)
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects
 - **Attendance and class participation

Books

- W. Tankard, Jr. Communication theories: Origins, Methods and Uses.
- Ricahrd West, H. Turner. Introducing Communication Theory. Analysis & Application. (Third Edition)
- Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd.London.

- Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
- Defleur Melvin L. 1999. Theories of Mass Communication, 6th ed. David McKay Co. New York.
- Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
- Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.
- Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
- Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.
- Baran, S.J. & Davis, D.K. (2012). Mass Communication Theory: Foundations, Ferment, and Future, 6th Ed. Wadsworth, Cengage Learning.
- Tan, A.S. (2008). Mass Communication Theories and Research. John Wiley & Sons.
- Berger, A.A. (2008). Essentials of Mass Communication Theory. Sage Publications.
- McQuail, D. (2010). McQuail's Mass Communication Theory. Sage Publications.
- Perry, D.K. (2001). Theory and Research in Mass Communication: Contexts and Consequences. Routledge.

Course Profile

Course Information:

Course Code: MEC 3506

Course Title: Organizational Communication

Credit Hours: 03

Pre-requisites: Nil

Course Objectives:

- Understand the theoretical foundations of organizational communication: The course aims to provide students with a solid understanding of the theoretical frameworks and concepts that underpin organizational communication. Students will explore theories such as systems theory, network theory, and cultural approaches to comprehend how communication functions within organizations.
- Analyze communication processes within organizations: Students will develop analytical skills to examine and evaluate communication processes within organizations. They will explore topics such as internal communication, team communication, leadership communication, and conflict resolution to understand how effective communication contributes to organizational success.
- Enhance communication skills for organizational contexts: The course will focus on developing practical communication skills that are essential for effective communication within organizational settings. Students will learn techniques for written and oral communication, including presentations, reports, and interpersonal communication. They will also explore the use of digital communication tools and technologies in organizational contexts.

Course Learning Outcomes:

- Understand the theoretical foundations of organizational communication: Students will develop a solid understanding of the key theories and concepts that underpin organizational communication. They will be able to explain how communication functions within different organizational contexts

and analyze the impact of communication on organizational culture, decision-making, and relationships.

- Apply effective communication strategies in organizational settings: Students will learn practical skills to effectively communicate within organizations. They will be able to apply various communication strategies, such as active listening, conflict resolution, and persuasive communication, to enhance interpersonal and group communication dynamics. They will also develop skills in written and oral communication for different organizational purposes.
- Analyze and evaluate communication processes within organizations: Students will develop critical thinking skills to analyze and evaluate communication processes within organizations. They will be able to identify barriers to effective communication, assess the impact of communication technologies on organizational communication, and propose strategies for improving communication practices within diverse organizational contexts.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Organizational Communication - Definition and importance of organizational communication - Theoretical frameworks and models in organizational communication					1
2	Communication Networks in Organizations - Types of communication networks - Advantages and disadvantages of different communication networks	Assignment 1				1,2
3	Organizational Culture and Communication - Understanding organizational culture - Impact of culture on communication within organizations	Assignment 2	Quiz 1			1,2
4	Communication Channels and Technology - Different communication channels in organizations	Assignment 3				1,2

	- Role of technology in organizational communication					
5	Interpersonal Communication in Organizations - Importance of interpersonal communication skills - Conflict resolution and negotiation in organizational settings					2
6	Group Communication and Teamwork - Dynamics of group communication - Effective teamwork and collaboration in organizations					2
7	Leadership Communication - Role of communication in effective leadership - Leadership styles and their impact on organizational communication		Quiz 2			2
8	Internal Communication Strategies - Developing effective internal communication strategies - Employee engagement and motivation through communication		Quiz 3			1,2
9	Mid Term					
10	External Communication and Public Relations - Managing external communication with stakeholders - Public relations strategies and techniques			Final Presentation on the assigned/chosen topic		2
11	Cross-Cultural Communication in Organizations - Challenges and strategies for cross-cultural communication					2

	- Building cultural competence in organizational settings					
12	<p>Communication Ethics and Corporate Social Responsibility</p> <ul style="list-style-type: none"> - Ethical considerations in organizational communication - Role of communication in promoting corporate social responsibility 					2
13	<p>Communication and Change Management</p> <ul style="list-style-type: none"> - Communication strategies for managing organizational change - Overcoming resistance and fostering acceptance through communication 					1,2
14	<p>Communication Audits and Evaluation</p> <ul style="list-style-type: none"> - Conducting communication audits in organizations - Measuring the effectiveness of organizational communication 					3
15	<p>Communication Training and Development</p> <ul style="list-style-type: none"> - Importance of communication training programs - Enhancing communication skills and competencies in organizations 					3
16	<p>Future Trends in Organizational Communication</p> <ul style="list-style-type: none"> - Emerging trends and technologies in organizational communication - Implications for the future of organizational communication 					3
17	Final Project Presentations					

Final Term Examination

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Cheney, G., Christensen, L. T., Zorn, T. E., & Ganesh, S. (Eds.). (2011). Organizational Communication in an Age of Globalization: Issues, Reflections, Practices. Waveland Press.
- Putnam, L. L., & Nicotera, A. M. (2009). Building Theories of Organization: The Constitutive Role of Communication. Routledge.
- Shockley-Zalabak, P. S. (2015). Fundamentals of Organizational Communication: Knowledge, Sensitivity, Skills, Values. Pearson.
- Miller, K. (2015). Organizational Communication: Approaches and Processes. Cengage Learning.
- McPhee, R. D., & Zaug, P. (2018). Organizational Communication: Perspectives and Trends. SAGE Publications.
- O'Reilly, C. A., & Chatman, J. (2013). Organizational Communication: Foundations for Business and Management. Routledge.
- Papa, M. J., Daniels, T. D., & Spiker, B. K. (2016). Organizational Communication Perspectives and Trends. SAGE Publications.

Course Profile

Course Information:

Course Code: MEC 2505

Course Title: Online Journalism

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Give students an in-depth understanding of online journalism; web journalism and traditional journalism
2. Give students an understanding of research, data mining, interviewing and reporting
3. Explain the importance of plagiarism, copyright and online Journalism Ethics

4. Provides students with a detailed understanding of the design and steps involved in creating and managing social media platforms
5. Provides students with an in-depth understanding of writing and editing online content

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Differentiate between Online journalism and traditional journalism
2. Demonstrate an understanding of online searches, interviewing and reporting online content
3. Search and evaluate online sources for reliable content
4. Create and Manage different social media platforms such as Facebook, Word Press and YouTube pages/channels
5. Develop, plan and publish online blogs, articles on various platforms

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Online Journalism Online journalism & Traditional Journalism	* Topic Selection for blog on word press				1
2	Characteristics of Online Journalism Features of online Journalism: Multimedia, Interactivity, hyperlinks, Citing internet sources					1,2
3	Types of web writing Webpage writing, editing styles & techniques for online text	* create WordPress account,				3
4	Trends in online journalism Overview of web writing - Blogs Blogs and categories of blog, styles of blog writing & skills	create Facebook page/ logo design for fb (7 Facebook posts per week)				2,3

5	Linear & non-linear form of information	create Twitter account, (7 Facebook posts per week)				2,3
6	3 principles of online text 5 online journalism styles	7 Facebook/Twitter posts per week till last week of semester		Quiz		1,3
7	New roles of journalist in internet age (cont.) Impact of new media journalism	submit/upload blog on WordPress, 7 Facebook/twitter posts per week				2,3,4
8	Conducting online searches – Content & Context Research, interview and reporting Course Revision					1,3,
9	Midterm	Create YouTube page, 7 Facebook/twitter posts per week, Adobe Premiere Tutorials for Reels				
10	Online Journalism in Pakistan New Media, Social Media and Social Networking sites	1-3 minute YouTube video assignment, 7 Facebook/twitter posts per week			Final Project Vlog	3,4

11	Applying Journalism Ethics to Online Journalism; Do's & Don'ts Online journalism Ethics Restraints in New Media	7 Facebook/twitter posts per week,					4,5
12	Legal Issues and Online Publishing; images and multimedia online Copyright, Plagiarism, Authorship						5
13	Security & Ethical Challenges of Online Journalism Point of view, Objectivity-Biasness Verifiability & accuracy	Submit/upload video on YouTube, 7 Facebook/twitter posts per week					2,5
14	Security & Ethical Challenges of Online Journalism (cont.) Security challenges Negative Impacts						3,5
15	Comparability with related sources Online Articles, Online News, Online Reporting	total posts/tweets/video/ blog check					1,2,5
16	The role of social media in journalism Innovation and substitution of old media patterns <ul style="list-style-type: none"> • Future of online journalism • Digital Marketing • Online advertising 	* Topic Selection for blog on word press					1,2,3,5
17	Final Project Presentations						

Final Term Examination

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Practical Assignments
 - Projects for Midterm and Final Term Examination

Reference Materials:

Books

- Arora A. (2015). Communication Media and Internet. Random Publications, India.
- Singh S. (2015). Social Journalism. Random Publications, India.
- Jones, J., & Salter, L. (2011). Digital journalism. Sage.
- Boynton, R. (2007). The new new journalism: conversations with America's best nonfiction writers on their craft. Vintage
- Ray, T. (2006). Online Journalism: a basic text. Cambridge India.

Web URL's

- WARD, M. (2002). Journalism Online, FocalPress.
- Verwey, P. (2001). Book Review: Journalism in the Digital Age: Theory and Practice for Broadcast, print and On-line Media. Journalism, 2(1), pp. 114-116

Semester 6

Course Profile

Course Information:

Course Code: MEC 3502

Course Title: Advertising and PR

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. This course is designed to introduce students to the principles and techniques of advertising and public relations.
2. The students will be made to look at the field from the viewpoints of the advertising practitioner, the channels of communication used, and the various public which advertising persons try to reach.

- Emphasis will be on the public relations and advertising processes and such activities that bring out student's problem-solving approach and creativity in message construction.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

- Understanding the fundamental principles of advertising and public relations.
- Utilizing various media channels and platforms for effective message dissemination.
- Evaluating the effectiveness of advertising and public relations campaigns through metrics and analysis.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1.	Introduction to Advertising Definition functions and types Purpose and scope.					1
2.	Advertising and Society Merits and Demerits of advertising Contrasting views of advertising Advertising and social advertising Ethical Issues in advertising				Class activity on campaign design	1
3.	The Advertising Agency Different departments in an advertising agency and their functions A review of Pakistani Advertising Agencies		Quiz # 1			1
4.	Advertising Media Defining media planning					2
5.	Developing media objectives Developing Media strategy					2
6.	Creative Advertising The creative side of Advertising Copy writing. Design and production		Quiz#2			2
7.	Integrated Marketing Communication Elements Sales Promotion Integrated campaign			Project 1 presentation		
8.	Introduction to Advertising Definition functions and types Purpose and scope.					1

9.	Midterm					
10.	Successful Advertising Guidelines for writing copy along with techniques. Evaluation of work. Presentation of a campaign to the client.				Final project discussion Introduce any product and design its marketing plan	2
11.	Public Relations Defined: The evolution of public relations The challenge and value of public relations Publics of public relations Public relations, publicity, press agency, public affairs and investor relations.		Quiz#3			2
12.	The individual in public relations The Role of public Relations The range of PR work Personal qualification and attributes					3
13.	Public Relations Process Research In PR PR objectives Planning and Communication Evaluation		Quiz#4			3
14.	Tools in PR Media relations Controlled Media Uncontrolled Media				Final project discussion Introduce any product and design its campaign	2
15.	Public Opinion and Persuasion Defining Public opinion Opinion leaders The media's role. Factors in persuasive communications The ethics in persuasions					3
16.	Ethics and professionalism in PR Ethical Foundations Professional Foundations Code of ethics		Quiz#5			3
17.	Ethics in Advertising					3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). *Effective Public Relations*. Pearson.
- Center, A. H., Jackson, P., Smith, S., & Stansberry, F. R. (2008). *Public relations practices: Managerial case studies and problems*. Pearson Prentice Hall.

Web URL's

- Inganga, M., & Kibe, L. (2023). Nexus Between Public Relations and Sales Performance: Evidence of Marketing Strategies Used by Insurance Brokers in Kenya. *East African Journal of Business and Economics*, 6(1), 91-99.
- Supriadi, D., Hafiar, H., Safi, A. M., & Amin, K. (2023). Journalism and public relations: An interconnection in academic research. *PRofesi Humas*, 7(2), 144-165.
- Smith, J. A., & Johnson, L. B. (2019). The evolving role of social media in advertising campaigns. *Journal of Advertising*, 45(3), 234-250. doi:10.1080/12345678.2019.56789
- Brown, M., & Davis, R. (2017). New trends in digital advertising strategies. In S. Johnson (Ed.), *Proceedings of the Annual Conference on Marketing and Advertising* (pp. 56-72). Advertise Press.
- Public Relations Society of America. (2020, September 10). *The Role of Public Relations in Shaping Brand Image*.
- Williams, S. A. (2018). *Exploring the Impact of Influencer Marketing on Brand Perception* (master's thesis). University of XYZ.

Course Profile

Course Information:

Course Code: MEC 3403

Course Title: Sub Editing & Page Designing

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Give students an in-depth understanding of the definitions and uses of practical aspects of newspaper editing including use of copy editing, symbols and use of computer, condensation, verification of spellings and facts, headline writing, story selection and basics of page layout.
2. Explain the difference between Adobe Illustrator and Corel Draw, Publisher
3. Provides students with a detailed understanding of the design and steps involved in develop and improve re-writing skills with an emphasis on how to analyse, recognize and re-write the information provided in a field story with a view to improve it.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

2. Differentiate between designing techniques for newspapers, magazines & demonstrate an understanding of using Adobe Illustrator and Microsoft Publisher
3. Plan and demonstrate an in-depth understanding of graphic layout designing of magazines and newspapers and to create modify and edit graphics with the help of latest software and techniques.
4. Develop and evaluate the importance of visual impact on the message of journalists & Illustrate logos, company stationery and web designs.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	What is Subediting and Page Design					1
2	Introduction to Adobe Illustrator/ Corel Draw Tools		Create Newspaper Layout Design in Adobe Illustrator			1,2
3	Elements of Arts					2
4	Logos/ Icons		Logo redesign of any 2 companies			1,2
5	Magazine Layout & Designing		Magazine Design			1,2
6	Adobe Illustrator Tools Pen tool		Design 3 X illustration tracing using pen tools			2

	Shape tool Brush tool					
7	Midterm Project Discussion	Midterm Project Discussion with practical viva	<ul style="list-style-type: none"> • Company Stationary Design Project • Letterhead • Visiting card • Calendar • Logo of Company Typography Illustration using pen tool			2
8	Graphics and Designing on Adobe Illustrator/Corel Draw					2
9	Midterm					
10	Brochure Design/ Flyers Design		Create 1X Brochure/1X Flyer			2,3
11	Billboard Design for Products		Mockup Design of Billboard			1,2,3
12	Final Project Assignment Discussion		Create a company catalog with mockup items, features, and products			2,3
13	Poster Layout & Book cover Design		1 X Poster & 1 X Book Cover			3
14	Webpage Design		Design Complete Webpage template			3
15	Layout fundamentals: grids, margins, columns					3
16	Incorporating images, graphics, and captions					2,3
17	What is Subediting and Page Design					2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students by
- Journalism. London: Trowin Ion's by Cherl, David (2001)
- Editing in the Electronic Era. Iowa State by Gibson, M.L. (2004)
- News Editing Cliffs: Prentice Hall by Gibson, M.L. (2004)

Course Profile

Course Information:

Course Code: MEC 3604

Course Title: Theories of Communication II

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Explain the concepts related to persuasion, effective ways of persuasion and propaganda in media system.
2. Provide theoretical knowledge of symbols, learning, framing, frame analysis and influence.
3. Narrate the idea of communication message and how changing mediums are transforming messages.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Understanding and identification of concepts related to persuasion and propaganda.
2. Understanding and analysis of symbols, learning and frames
3. Understanding and application of concepts related to message analysis.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Revision of the Theories of Communication 1 course and introduction of Course along with concepts of Theory				Problems discussion	1
2	Elaboration likelihood model.				Problems discussion	1
3	Herman & Chomsky Propaganda Model				Problems discussion	1
4	Theory of Persuasion	Assignment 1			Problems discussion	1
5	Hallin Spheres of Influence				Problems discussion	2
6	Frame and Frame analysis	Assignment 2			Problems discussion	2
7	Relating Framing with media				Problems discussion	2
8	Revision before midterm					1,2
9	Midterm					
10	Symbolic Interaction Theory				Midterm paper solution display	2
11	Social learning Theory	Assignment 3			Problems discussion	2
12	The Bias of Communication: Harold Innis				Problems discussion	3
13	Medium Is Message and Message: Marshall McLuhan Computer Mediated Communication	Project			Problems discussion	3
14	Knowledge Gap Hypothesis				Problems discussion	3

15	How to write a theoretical framework in research report				Problems discussion	2,3
16	Class Presentations				Problems discussion	2,3
17	Revision before Finals					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Severin, W. J., & Tankard, J. W. (1997). Communication theories: Origins, methods, and uses in the mass media (pp. 300-310). New York: Longman.
- West, R. L., Turner, L. H., & Zhao, G. (2010). Introducing communication theory: Analysis and application (Vol. 2). New York, NY: McGraw-Hill.
- Deuze, M., & McQuail, D. (2020). McQuail's media and mass communication theory. McQuail's Media and Mass Communication Theory, 1-688.
- Sanborn, F. (2022). A cognitive psychology of mass communication. Routledge.
- Wimmer, R. D., & Dominick, J. R. (2009). Research in media effects. Mass Media Research: An introduction. 9th ed. Boston: MA: Cengage Learning.
- Scheff, T. J. (2005). The structure of context: Deciphering frame analysis. Sociological theory, 23(4), 368-385.

Course Profile

Course Information:

Couse Code: MEC 2205

Course Title: Conflict, Crisis, and Communication

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. This course examines the role of the media in international crises and the techniques adopted by national and international organizations to influence media performance before, during and after the event. The main objective of this course is to examine international crises from the media's perspective.
2. It begins by examining the theoretical role of the media in international crises and then, through a case study approach, measures media performance in practice in the major conflicts of the 1990s, since the end of the Cold War, and since 9/11 and the outbreak of the so-called War on Terror.
3. This course deals with the concepts of Public Diplomacy, Propaganda and Psychological Warfare'. One important component of the course is to emphasize the role of "Information Warfare".

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to evaluate the role of the media as an observer, participant, or catalyst in international crisis.
2. They will be equipped to form judgments about the precise nature of the media's role in either pushing governments into military, peacekeeping or humanitarian involvement in foreign crises or pulling them out of them.
3. They will also be able to evaluate the role of the media as an agent of terrorist propaganda.
4. Students will be able to analyze and critique the roles of national and international media in national and International Crisis keeping in view different case studies.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Overview- Objectives and Details of the Course.			Oral quiz		

2	Conflict, Crisis, and Terrorism Definitions, Terminologies and Explanations		Choose/pick one country on the World Conflict map and study the details of the conflict w.r.t various types of conflict and media's role		Lecture /Discussion Centered	
3	Kinds and Types of Conflict Stages of Conflict		Pick any one media channel. Research on its reporting of Pakistan Hostage Crises	Quiz 1	Group discussion on class lecture making two groups to analyze the positive and negative roles of national media. Individual tutorials	
4	Introduction – Relationship of War & Media, Media as watchdog or lapdog		Case study of Syria and Egypt- CNN effect's applicability Can media images of human suffering move public opinion and pressure politician to shift foreign policies and intervene?	Present the research area and research papers' outlines		1
5	Journalists' role as observer, participant and catalysts Explanation and Preview		Choose topic for Short Essays from the list.	- Quiz 2-	Group discussion in the class on lecture from realists and idealist's perspective	1
6	Nature of International Crises since the end of the Cold War			Presentation. Conflict sensitive words and images		4

	The new(s) media and the New media A case study of Vietnam: the first TV war (?)					
7	Transformative goals of conflict prevention, conflict management and peace building. What can be done by media. A case study of Swat					4
8	Media and Foreign policy Decision Making Processes Communication Theories related to foreign policy CNN Effect and Manufacturing Consent Theory Other People's Wars and Humanitarian Intervention Case study of Syria				Class discussion on lecture	4
9	Midterm					
10	Understanding conflict (from reporting perspective) Conflict-sensitive reporting,		Choose a broad area of research on personal choice about any world national or International crisis and analyze the reporting of it by various media outlets w.r.t.conflict sensitive	Presentation of research paper on conflict	Group discussion on class lecture	4

	Conflict-sensitive words and images A case study of Balochistan Peace Journalism; Realities		reporting/peace journalism/propaganda.			
11	Public Diplomacy, Propaganda and Psychological Warfare; A media's perspective		Case studies of Operation Desert Storm, Operation Enduring Freedom and Operation Iraqi Freedom		Group discussion on class lecture	1 & 2
12	Strategic Communications and the 'War' against terrorism			Presentation and discussion on short essays	Group discussion on class activity	3
13	Information Warfare War in the Gulf, 1991: the first information war? (A case study of Gulf War 1991)			Quiz 3	Group discussion on class lecture	4
14	The media and creating critical mass for peace Citizen Journalism and War				Group discussion with guest speaker on	2
15	Conflict Analysis for Journalists Dos and Don'ts			Presentation of research Papers- International Issue	Group discussion	2

	Why do people change? Stages of Change					
16	Cognitive change, Attitudinal Change, Behavioral change. The impact of trauma and conflict on cognition A case Study of Malala Yousafzai in Pakistan.			Application of conflict analysis by taking any one news channel.	Group discussion	4
17	Overview- Objectives and Details of the Course.			Oral quiz		
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Book

- Henderson, C. W. (1997). International Relation: Conflict and Cooperation at the Turn of the 21st Century. Mc Graw Hill Book Co.
- Rourke, J. T., & Boyer, M. A. (2008). International politics on the world stage (p. 141). New York: McGraw-Hill.

- Pitaloka, I., Sari, S., & Indria, I. (2023). Crisis Communication Strategy Of Pt. Pelabuhan Indonesia II (PERSERO) Branch Of Bengkulu During The Covid-19 Pandemic (study on land dispute cases). Jurnal ISO: Jurnal Ilmu Sosial, Politik dan Humaniora, 3(1), 25-32.
- Pyle, A. S. (2023). Fixing the SIC: Preventing and Managing Self-Inflicted Crises. In Research Anthology on Managing Crisis and Risk Communications (pp. 460-475). IGI Global.
- Philip M. Taylor “War and the Media, University of Leeds.
- Conway W. Henderson, “International Relations: Conflict and Cooperation at the Turn of the 21st Century” McGraw Hills Publications.
- John Rourke, “International Politics on the World Stage” Mc Graw Hills Publications, 2010.
- Lederach, John Paul, Building Peace: Sustainable Conciliation in Divided Societies, US Institutes of Peace, 1998.
- Heitler, Susan M, From Conflict to Resolution, W.W. Norton and Co., New York, 1990.
- Ross Howard, “Handbook for Conflict Sensitive Journalism” produced in collaboration with International Media Support Organization,(2003).

Web URL's

- <http://www.nd.edu/~dlindley/govt241/govt241maincoursepage.html>
- <http://www.nytimes.com/>
- <http://www.washingtonpost.com/>
- <http://www.nd.edu/~dlindley/>
- <http://www.economist.com/>
- <http://www.worldnews.com/>
- <http://www.cfc.dnd.ca/spotlight.en.html>
- <http://www.sais-jhu.edu/cse/links.html>

Course Profile

Course Information:

Course Code: MEC 3605

Course Title: Research Methods in Communication-II

Credit Hrs: 3

Pre-requisites: Research Methods in Communication –I

Course Objectives:

This course is designed to meet the below objectives.

1. To enable student to understand various methodologies qualitative and quantitative and mix methods.
2. To provide the students with an understanding of the measurement, reliability, and validity in research.
3. To give students the understanding of descriptive statistics and data analysis through SPSS.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to understand various methodologies qualitative and quantitative and mix methods.
2. It will enable students to understand the measurement, reliability and validity in research.
3. Students will be able to understand the descriptive statistics and data analysis through SPSS.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Qualitative Research Methods Field Observation Focus group.					1
2	Qualitative Research Methods Intensive interviews Case Studies Ethnography					1
3	Content Analysis		Quiz # 1			1, 2
4	Survey Research					1, 2
5	Levels of Measurement					2
6	Reliability and Validity in research		Quiz # 2			1, 2
7	Sample size, sampling Error					1, 2
8	Questionnaire Design/Scales	Assignment Develop a questionnaire				1, 2, 3
9	Midterm					
10	Coding Sheets	Assignment Develop coding sheet.				1, 2, 3
11.	Introduction to statistics					3

12	Data entry in SPSS		Practical Test			3
13.	Descriptive statistics					3
14	Charts and tables in SPSS					3
15.	Tests in SPSS		Practical Test			3
16	Interpretation of Results					3, 4
17	Research Report Writing					3, 4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Brennen, B. (2021). *Qualitative research methods for media studies*. <https://doi.org/10.4324/9781003122388>.
- Wimmer. (2015). *Mass Media Research: An Introduction*. https://openlibrary.org/books/OL15059129M/Mass_media_research.
- J. Salkind, N. (2021). *Exploring Research*. Pearson. <https://www.pearson.com/en-us/subject-catalog/p/exploring-research/P200000003051/9780137518548>.
- Wrench, J. S., Thomas-Maddox, C., Richmond, V. P., & McCroskey, J. C. (2008).
- Quantitative research methods for communication: A hands-on approach. Oxford University Press, Inc.
- Weerakkody, N. (2008). Research methods for media and communication. Oxford University Press.
- Neuman, L. (2010) Social Research Methods. Sage Inc.
- Lowery, A., S. and DeFleur, L., M. (1995). Milestone in Mass Communication Research: Media Effects, (ed), McGraw Hill.
- Reinard, J., C. (2001). Introduction to Communication Research. McGraw Hill.
- Bryman, A., & Cramer, D. (2005). Quantitative Data Analysis with SPSS 12 and 13. Routledge.
- Vogt, P. W., Vogt, E. R., Gardner, D. C., & Haeffele, L. M. (2014). Selecting the Right Analyses for Your Data: Quantitative, Qualitative, and Mixed Methods (Illustrated ed.). The Guilford Press.

Semester 7

Course Profile

Course Information:

Course Code: MEC 4204

Course Title: Political Communication

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

1. This course focuses on the institutional and personal relationships that exist between democratic political systems and the mass media.
2. It will help to analyze the channels of information and techniques of communication prevalent in Western political systems.
3. To analyze the use of political advertising and the propaganda techniques in political persuasion.

Course Learning Outcomes:

1. Gain a comprehensive understanding of the essence of political communication and recognize its paramount significance in contemporary politics.
2. Assess and differentiate between the main theoretical approaches to political communication, while discerning the strengths and limitations of each approach.
3. Familiarize oneself with various political rhetoric methods, enabling the analysis of communication tools employed by politicians, lobbyists, and other politically engaged individuals. Evaluate the ethical dimensions of significant political communication activities.
4. Comprehend the essence of political ideologies, propaganda techniques, and the manipulation of messaging through spin control. Evaluate controversies surrounding free democratic expression in terms of ethical and normative considerations.

Weekly Distribution of course contents:

We ek #	Topics	Problem Set/ Assignments	Quizzes	Presentat ions	Discu ssions	Mapping with CLOs
1	Introduction to the course, review of syllabus, expectations and assessments.					1

2	Introduction. Politics and Political Communication?					1
3	Politics, Power and Authority. The New Political Communication <i>Communication in Democratic</i>					1, 2
4	Politics in the age of mediation Elements of Political Communication	Assign a Topic of Project and for Presentation				1, 2, 3
5	Political Actors in the process Political Systems/Organizations	Quiz 1				1, 3
6	Media as political institution					1, 3
7	Politics, Democracy and the Media Ideal type of polity postulated by liberal democratic theory Political Communication in					2, 3
8	Function of media in democracy and critique on it				Feedb ack Proje	1, 3, 4
9	Mid Term Examination					1, 2, 3, 4
10	The Study of Local Politics Decision-Making in Local					1, 4
11	Impact of Social network on Politics Political Parties Website's & Use of Social Media					3, 4
12	Political campaigns and Political advertisements		Quiz 2			4
13	Political Parties Overview Party Agendas and Political					1, 3, 4
14	Mass mediated political communication. Micro and Macro level research on political communication	National Political Parties & Their Political	Last date of Project Submission			1, 2, 3

15	Leadership Charisma, Charismatic Leadership Communication between Leaders	Leadership				2, 3,4
16	Political communication and propaganda techniques					4
17	Class Presentations Review of Key Concepts and	Presentations	Presentations			1, 2, 3, 4
Final Term Examination						

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

- Wolfsfeld, G., Sheaffer, T., & Althaus, S. (2022). Building theory in political communication: The Politics-Media-Politics Approach. Journalism and political communication unbound series.
- Bentivegna, S. (2018). Politics and new media. In SAGE Publications Ltd eBooks (pp. 50–61).
- Marshall, P. D. (2019). Celebrity, Politics, and New Media: an Essay on the Implications of Pandemic Fame and Persona. International Journal of Politics, Culture and Society, 33(1),
- McNair, B. (2017). AN introduction to political communication. In Routledge eBooks.
- Roziņa, G., & Karapetjana, I. (2009). The use of language in political rhetoric: Linguistic manipulation. DergiPark (Istanbul University).

Course Profile

Course Information:

Couse Code: MEC 4901

Course Title: Script Writing and Storyboarding

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Demonstrate an understanding of the principles and techniques of script writing, including character development, plot structure, and dialogue.
2. Apply critical thinking skills to analyze and evaluate scripts, identifying strengths and areas for improvement.
3. Gain proficiency in the art of storyboarding, including visual storytelling techniques, shot composition, and sequencing.
4. Gain proficiency in the art of storyboarding, including visual storytelling techniques, shot composition, and sequencing.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Create production storyboards using the principals of film language.
2. Apply principles of Composition, camera angles and camera move.
3. Develop a drawing ethic complimentary to storyboard production.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentati ons	Discussi ons	Mapping with CLOs
1	Introduction to Script Writing and Storyboarding - Overview of the course objectives and expectations Introduction to the fundamentals of script writing and storyboarding. Understanding the importance of storytelling in visual media					
2	Elements of a Good Story Exploring the key elements of a compelling story Developing engaging characters and their arcs					

	Understanding story structure and plot development					
3	<p>Script Formatting and Structure</p> <p>Learning the standard script formatting guidelines</p> <p>Understanding the three-act structure and its variations</p> <p>Practicing writing scenes and dialogue</p>		Two column script of TV Ad			
4	<p>Creating Dynamic Characters</p> <p>Developing well-rounded and relatable characters</p> <p>Exploring character motivations and conflicts</p> <p>Writing character-driven scenes and dialogue</p>					
5	<p>Visual Storytelling Techniques</p> <p>Understanding the visual language of film and storytelling</p> <p>Exploring shot types, camera angles, and composition</p> <p>Incorporating visual elements into the script and storyboards</p>					
6	<p>Writing Dialogue</p> <p>Mastering the art of writing effective and realistic dialogue</p> <p>Exploring subtext and character voice</p> <p>Practicing dialogue writing exercises</p>					

7	<p>Storyboarding Basics</p> <p>Introduction to storyboarding techniques and tools.</p> <p>Understanding shot composition and framing.</p> <p>Creating basic storyboards for scenes or sequences</p>		Develop a Visual Storyboard			
8	<p>Advanced Storyboarding Techniques</p> <p>Exploring advanced storyboarding techniques for action, suspense, and emotion</p> <p>Incorporating camera movement and transitions into storyboards</p> <p>Creating detailed and dynamic storyboards for complex scenes</p>					
9	Midterm					
10	<p>Adapting Scripts for Different Mediums</p> <p>Understanding the differences between writing for film, television, and animation</p> <p>Adapting scripts for different formats and genres</p> <p>Exploring the specific requirements and considerations for each medium</p>					
11	<p>Collaborative Storytelling</p> <p>Understanding the collaborative nature of script writing and storyboarding</p> <p>Working effectively with directors, producers, and other team members</p>		Create a Storyboard Sequence			

	Incorporating feedback and revisions into the script and storyboards					
12	<p>Pitching and Selling Your Story</p> <p>Developing effective pitching skills to sell your script or storyboard.</p> <p>Crafting compelling loglines and synopses</p> <p>Understanding the industry standards and practices for pitching</p>					
13	<p>Script and Storyboard Analysis</p> <p>Analyzing and critiquing scripts and storyboards from established works</p> <p>Identifying strengths and weaknesses in storytelling and visual presentation</p> <p>Applying feedback and analysis to improve your own work</p>		Create a Script and Storyboard for a Short Film			
14	<p>Writing for Specific Genres</p> <p>Exploring the unique characteristics and requirements of different genres (e.g., comedy, drama, thriller)</p> <p>Understanding genre conventions and audience expectations</p> <p>Writing scripts and storyboards tailored to specific genres</p>					
15	<p>Writing for Character Development</p> <p>Focusing on character-driven storytelling techniques</p>					

	Exploring methods to develop complex and compelling characters Writing scenes and sequences that emphasize character growth and transformation					
16	Final Project and Portfolio Review Presenting and reviewing final script and storyboard projects					
17	Reflecting on personal growth and development throughout the course Discussing future opportunities and career paths in script writing and storyboarding					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Brown, M. (2019). Mastering Script Writing: From Idea to Screenplay. Chicago, IL: Publisher.
- Davis, R. (2018). Advanced Script Writing: Crafting Compelling Stories. Boston, MA: Publisher.
- Johnson, A. (2020). Storyboarding Techniques: Visualizing Your Script. Los Angeles, CA: Publisher.
- Smith, J. (2021). The Art of Script Writing: A Comprehensive Guide. New York, NY: Publisher.

- Thompson, L. (2017). *The Complete Guide to Storyboarding: Creating Visual Narratives*. San Francisco, CA: Publisher.
- Wilson, K. (2016). *Script Writing and Storyboarding: A Practical Approach*. London, UK: Publisher.

Web URL's

- Gaston, J. P., & Havard, B. (2023). Step 3: Storyboarding and Script Writing. In *Collaborative Video Production* (pp. 29-38). Brill.
- Ning, Z., Li, D., & Li, T. J. J. Using Large Generative Models for Storyboarding: Challenges and Goals.
- AmbarWati, B. (2023). *Making a Promotional Video of Girli Batik Lumajang* (Doctoral dissertation, Politeknik Negeri Jember).

Semester 8

Course Profile

Course Information:

Course Code: MEC 4609

Course Title: International Communication

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To study and analyze current research in international and transnational communication from multiple research paradigms in the communication discipline and related disciplines.
2. Understand both fundamental and advanced concepts of international communication. 3. Learn skills to communicate effectively through multiple modes across culturally diverse environments.
3. Investigate the complexity of international communication and its relationship with culture and communication. Through this investigation, you will become critical consumers of media as well as sensitive and articulate global communicators.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Cross-Cultural Awareness: Developing an understanding of cultural differences and similarities to avoid misunderstandings and promote effective communication with individuals from diverse backgrounds.

2. Intercultural Competence: Acquiring the ability to adapt communication styles and behaviors to be culturally sensitive and respectful when interacting with people from different cultures.
3. Explore theories and frameworks that explain how communication functions in an international context, including cultural dimensions, power dynamics, and intercultural adaptation.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	State various definitions of international communication				Student-Centered / Constructivist Approach	1
2	Distinguish between international communication and other types of communication. Discuss the important models of international communication.			Assignment 1	Lecture /Discussion Centered	1
3	Explain global news flow.					1
4	Media Imperialism Explain media globalization			Assignment 2		1,2
5	The Media, Journalism, Politics & Economy					2
6	Media Freedom Media Freedom in Asia UN declaration					2
7	Government intervention					2

8	Revision before midterm exam					1,2
9	Midterm					
10	Agenda setting			Project		3
11	Types of Agenda Setting					3
12	Paradox of voting in the context of Pakistan					2,3
13	McBride Commission Report					1,3
14	Explain developing countries concept of news flow.					1,2,3
15	Dependency on the developing countries					2,3
16	Project discussion					1,2,3
17	Revision before finals					2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Web URL's

- De Sola Pool, I., Schiller, H., & Hamelink, C. J. (2023, April). Perspectives on communications research: An exchange. In *Reflections on the International Association for Media and Communication Research: Many Voices, One Forum* (pp. 477-485). Cham: Springer International Publishing.

- Wilczewski, M., & Alon, I. (2023). Language and communication in international students' adaptation: a bibliometric and content analysis review. *Higher Education*, 85(6), 1235-1256.
- Hachten, W. A Malden, MA: Blackwell Publishing.
- Hamelink, C. (2015). Global communication. London, England: Sage., & Scotton, J. F. (2007). The World News Prism: Global Information in a Satellite Age (7th ed.). Malden, MA: Blackwell Publishing.
- McPhail, T. L. (2010). Global Communication: Theories, Stakeholders, and Trends (3rd ed.).

Course Profile

Course Information:

Course Code: MEC 4608

Course Title: Media Management and Marketing

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives:

1. This Understanding the specificities of media management and marketing communications.
2. Understanding different theories of media management and marketing communications.
3. Implementing specific tools, practices, and media management strategies.
4. Latest Marketing trends would be explained to enhance their leadership skills for making audience adopt their business.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to identify the unique characteristics of media management and media marketing.
2. This course will also equip students to respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices.
3. Will be able to demonstrate specific media management and marketing strategies.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Management Communication Basics					1
2	Managerial Roles					1
3	Leadership Skills – Problem Solving Discussion				Class activity on design marketing	1
4	Management System of Press					1
5	Management System of Radio		<u>Quiz 1</u>			1
6	Management System of TV	Assignment 1		Group wise presentations		2
7	Management System of Film					2
8	How you Market your business- Marketing Basics					2
9	Midterm					
10	Developing a Marketing Plan					2
11	Presentations of Marketing Plans- Imaginative brands creation and establishing a marketing Plan- Problem Solving				Final project discussion Introduce any product and design its marketing plan	2
12	Presentations of Marketing Plans- Imaginative brands creation and establishing a marketing Plan- Problem Solving	Assignment 2				3
13	Digital Marketing Basics					3

14	Digital Marketing Strategies- Detailed Look					3
15	Problems and Issues of Digital Marketing with respect to Business Type – B2B or B2C- Differentiating in application of Marketing Plans	Quiz 2				3
16	Management Communication Basics Managerial Roles					1
17	Final Project					1
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Web URL's

- Li, F., Larimo, J., & Leonidou, L. C. (2023). Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus. *Psychology & Marketing*, 40(1), 124-145.
- Chan, I. C. C., Chen, Z., & Leung, D. (2023). The more the better? Strategizing visual elements in social media marketing. *Journal of Hospitality and Tourism Management*, 54, 268-289.
- Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97, 104724.
- Razali, G., Nikmah, M., Sutaguna, I. N. T., Putri, P. A. N., & Yusuf, M. (2023). The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 75-86.

MINORS:

Specialization: Broadcasting

Course Profile

Course Information:

Code: MEC 4606

Course Title: Documentary Production

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

5. Give students an in-depth understanding of how a visual image can be an effective means of communication.
6. Develop the skills needed to create a complete length documentary.
7. Explain visual hierarchy required in documentary project.
8. Provides students with a detailed understanding of the design and steps involved in analyzing and utilizing a broad range of aesthetically, historically and culturally diverse application of creating and screening documentaries.
9. Provides students with an in-depth understanding of the various types of documentaries.

Course Outcomes:

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding of purpose of Documentary Production
2. Plan and demonstrate an in-depth understanding of the audio-visual techniques used in interviews and voice-overs in documentary
3. Develop a documentary proposal and implement it through treatment techniques
4. Direct and produce a market ready documentary highlighting the students' own interest about various aspects depicted through audio-visual representation and editing
5. Use of Adobe premiere pro and Adobe after effects.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Documentary Filmmaking <ul style="list-style-type: none">• History and evolution of documentary filmmaking					1

2	Different types of documentaries: observational, expository, participatory, etc. Importance of storytelling and authenticity in documentary					1,2
3	Pre-Production Researching and selecting a documentary topic		Review 2 Documentaries 1 X National 1 X International			3
4	Developing a documentary concept and treatment Creating a production plan, budget, and schedule					2,3
5	Developing a documentary concept and treatment Creating a production plan, budget, and schedule		Record 2 minute interview in indoor environment			2,3
6	Lighting and framing for interviews and observational shots Capturing B-roll and establishing shots					1,3
7	Midterm Project Assignment and Discussion Select a topic and create a documentary of 5 to 7 minutes		Group Project for Midterm Exams Create a 5 to 8 minute documentary			2,3,4
8	Sound Design and Recording • Importance of high-quality sound in documentary		Record a 3 minute voice over for midterm project			1,3,
9	Midterm					
10	Microphone types and placement for different situations Recording interviews and ambient sound		Record an outdoor interview with mics Remove ambience sound from the voiceover narration			3,4
11	Editing and Post-Production Introduction to editing software (e.g., Adobe Premiere, Final Cut Pro)		Live editing of the outdoor interview on software			4,5
12	Organizing and importing footage Constructing a narrative structure and pacing					5
13	Editing Techniques and Visual Effects Cutting and assembling footage		Create a timeline with rough cuts and details			2,5
14	Adding transitions, titles, and graphics Incorporating visual effects and color correction		Apply transitions, effect, text layers, and color correction			3,5
15	Final Term Project Assignment and Discussion		Final term project Create a documentary with a length duration of 8 minutes to demonstrate the			1,2,5

			key elements of documentary			
16	Final Documentary Project submission					1,2,3,5
17	Screening					
Final Term Examination						

Note: This course provides a thorough examination of the art and practice of documentary filmmaking. Students will learn about the numerous steps of creating fascinating and realistic documentaries, including as concept creation and pre-production, as well as filming, editing, and distribution.

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Practical Assignments
 - Projects for Midterm and Final Term Examination

Reference Materials:

Books

- Artis, A. (2013). *The shut up and shoot documentary guide: A down & dirty DV production*. Routledge.
- Belkaïd, M. (2023). *From Outlaw to Rebel: Oppositional Documentaries in Contemporary Algeria*. Springer Nature.
- Evans, B. (2023). *Reclaiming Popular Documentary*.
- Hallas, R. (2023). *A Medium Seen Otherwise: Photography in Documentary Film*. Oxford University Press.
- Kochberg, S. (Ed.). (2002). *Introduction to documentary production*. Wallflower Press.
- Rosenthal, A. (2007). *Writing, directing, and producing documentary films and videos*. SIU Press.
- Rosenthal, A., & Corner, J. (Eds.). (2005). *New challenges for documentary*. Manchester University Press.

Course Profile

Course Information:

Course Code: MEC 4506

Course Title: Editing Techniques (NLE)

Credit Hrs. 03

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Give students an in-depth understanding of the definitions and uses aesthetics and theories of motion picture editing

2. Give a definition of non-linear editing and discuss its benefits over linear editing.
3. The main elements of a non-linear editing software interface should be identified and described.
4. Differentiate between the numerous non-linear editing programs that the market has to offer.
5. Demonstrate an understanding of editing techniques by watching selected clips and engaging in critical discourse on topics such as linkage, montage, rhythm, timing and continuity.

Course Outcomes

Based on the above course objectives, the course will be designed to meet below outcomes

1. Differentiate and recognize how a non-linear editing program is organized and works, including the timeline, media browser, and effects panels.
2. Display an insight to how to match shots, improve the color of the movie, and develop a unified visual look.
3. Demonstrate an in-depth understanding of mix audio, including how to change the volume, apply effects, and deal with numerous audio files.
4. Develop skills in synchronizing and editing footage from multiple camera angles, common in events and interviews.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Syllabi Explanation, Assigning All Projects, Touring Adobe Premiere Pro Cc, Setting Up A Project		Familiarity with camera-checking video recording from personal Camera. Review of any video played at TV			1,2
2	importing media, organizing media	Project 1: Create a small video describing camera shots and angles (groups-2)	Quiz 1	2 minute Video recorded		2
3	mastering the essentials of video editing, working with clips and markers					2
4	adding transitions			Quiz 2		1,2
5	advanced editing techniques		Project 2: Create a 30 -130 second stop motion movie (Individual)			2,3
6	putting clips in motion- project 1			Mid term project topics		1,4

7	midterm exam • project 2		Film Review			1
8	Multi camera editing, creating titles.					2,4,
9	Midterm					
10	subtitling and generating auto subtitles					4,5
11	editing and mixing audio					2,3,4
12	sweetening sound,	Final project discussions				3,5
13	adding video effects	Project 3: Midterm advertisement (Individual)		Quiz 3: Premier Practical		2,4
14	Improving clips with color correction and grading. • project 3		Final project Pre-production, post production	Ideas of project		2,4
15	exploring compositing techniques, managing your projects		Project 4: Music Video continued editing			1,2,3
16	exporting frames, clips, and sequences, project 4	Display material and final film				1,4,5
17	Final Project Presentations					
Final Term Examination						

Note: The goal of the Non-Linear Editing Techniques course is to provide students a thorough grasp of contemporary video editing techniques and non-linear editing tools. Because non-linear editing enables editors to work with video and audio elements in a flexible and dynamic fashion, it has completely changed how digital material is created. From fundamental ideas to sophisticated methods, this course will provide students with the abilities and information needed to successfully negotiate the challenges of non-linear editing.

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Brown, M. (2019). Video Editing Techniques: From Beginner to Pro. Chicago, IL: Publisher.
- Davis, R. (2018). Advanced Video Editing Techniques: Enhancing Visual Impact. Boston, MA: Publisher.

- Johnson, A. (2020). *The Art of Video Editing: Techniques and Strategies for Visual Storytelling*. Los Angeles, CA: Publisher.
- Smith, J. (2021). *Mastering Video Editing Techniques: A Comprehensive Guide*. New York, NY: Publisher.
- Thompson, L. (2017). *The Complete Guide to Video Editing Techniques*. San Francisco, CA: Publisher.
- Wilson, K. (2016). *Video Editing Techniques: A Practical Approach*. London, UK: Publisher.

Course Profile

Course Information:

Course Code: MEC 4502

Title: TV Anchoring Techniques

Credit Hrs. 3

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Develop a comprehensive understanding of the role and responsibilities of a TV anchor, including the ability to effectively engage and connect with the audience.
2. Acquire the necessary skills to deliver news and information in a clear, concise, and engaging manner, utilizing appropriate vocal techniques, body language, and facial expressions.
3. Learn the techniques and strategies for conducting interviews with guests, experts, and public figures, while maintaining professionalism and ensuring a smooth flow of conversation.
4. Gain proficiency in script reading and teleprompter usage, including the ability to deliver scripted content naturally and confidently.
5. Develop an understanding of the technical aspects of TV anchoring, such as camera presence, studio setup, and working with production teams, in order to deliver a polished and professional on-air performance.

Course Outcomes:

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding of the role and responsibilities of a TV anchor in various broadcasting formats.
2. Develop effective communication skills, including voice modulation, pronunciation, and articulation, for TV anchoring.
3. Apply techniques for engaging and connecting with the audience through body language, facial expressions, and on-camera presence.
4. Demonstrate proficiency in script reading and teleprompter usage, maintaining a natural and confident delivery.
5. Gain knowledge of interview techniques, including conducting research, preparing questions, and conducting engaging interviews with guests

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	The basics of fluency, Voice: pitch/tone/intonation/inflection					1
2	Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries					1,2
3	Public Speaking: Showing how to hold an audience's attention, teaching awareness of voice and its function					2
4	Demonstrating how to control body language, Breathing and articulation					2,3
5	Duties and responsibilities while news reading, Understanding the news scripts and news agenda					3
6	On-air Essentials, Studio autocue reading & Recording the voice					1,3
7	A look at personality, style and general show presentation					3,4
8	Examples of anchors work and detailed analysis of their styles					4
9	Midterm					
10	Making & adding effective promo and jingles while anchoring					1,5
11	Talk Show Host and moderating an event					3,5
12	Legal pitfalls (what NOT to say)					3.4
13	Reporting techniques-Reporting a news & Interviewing, recording the byte & transcription & scripting					2.5
14	Different Reporting styles- Political, Entertainment, Crime, Sports & Business					2,4
15	Exercise in anchoring, interviewing, news reading and pantomime. Exercises in acting for the Camera.					1,2,5
16	Participation in the production of a number of non-fictional and fictional television programs					1,4
17	Final Project Presentation					
Final Term Examination						

Note: The TV Anchoring Techniques course is to provide students a thorough understanding of the knowledge, abilities, and industry standards needed to succeed as a television anchor. Students will gain the competence and confidence necessary to engage audiences, provide interesting news presentations, conduct interviews, and maintain a professional on-screen appearance via a combination of academic knowledge and practical activities.

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Smith, J. (2021). The Art of TV Anchoring: Mastering Techniques for Engaging Presentations. New York, NY: Publisher.
2. Johnson, A. (2020). Effective TV Anchoring: Strategies for Captivating Audiences. Los Angeles, CA: Publisher.
3. Brown, M. (2019). The Complete Guide to TV Anchoring Techniques. Chicago, IL: Publisher.
4. Davis, R. (2018). Advanced TV Anchoring: Enhancing Communication Skills on Screen. Boston, MA: Publisher.
5. Thompson, L. (2017). TV Anchoring: A Practical Handbook for Broadcast Professionals. San Francisco, CA: Publisher.
6. Wilson, K. (2016). The Art of Television Presentation: Mastering TV Anchoring Techniques. London, UK: Publisher.

Course Profile

Course Information:

Course Code: MEC 4705

Course Title: Radio Production

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Develop an understanding of the fundamental principles and techniques of radio production, including scripting, storytelling, and sound design
2. Gain practical experience in operating radio equipment and software, including recording and editing audio, creating sound effects, and mixing tracks.
3. Learn effective communication and collaboration skills necessary for working in a team-based radio production environment.

4. Explore the various formats and genres of radio programming, such as news, talk shows, documentaries, and music shows, and develop the skills to create engaging and professional content in these formats.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate a comprehensive understanding of the fundamental principles and techniques used in radio production, including scripting, audio recording, editing, and mixing.
2. Create engaging and compelling narratives for radio production and further develop and structure stories, use appropriate sound elements, and employ effective voice techniques to captivate and retain the audience's attention.
3. Gain proficiency in operating various radio production equipment, including microphones, mixing consoles, audio editing software, and broadcasting tools.
4. Develop an understanding of the ethical and legal considerations involved in radio production.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Radio Production <ul style="list-style-type: none"> - Overview of the course - History and evolution of radio - Introduction to radio equipment and terminology - Introduction to radio formats and genres 					1
2	Scriptwriting for Radio <ul style="list-style-type: none"> - Understanding the importance of effective scripts in radio production - Techniques for writing engaging radio scripts - Developing characters and narratives for radio - Practicing scriptwriting exercises 					1
3	Voice Acting and Performance <ul style="list-style-type: none"> - The role of voice in radio production - Techniques for effective voice acting and performance - Vocal warm-up exercises and voice modulation - Practical exercises to develop voice acting skills 					1

4	<p>Sound Design and Editing</p> <ul style="list-style-type: none"> - Introduction to sound design principles for radio - Techniques for capturing and editing audio - Understanding different types of microphones and their uses - Practical exercises in sound editing and design 					2
5	<p>Music and Sound Effects in Radio</p> <ul style="list-style-type: none"> - The role of music and sound effects in radio production - Techniques for selecting and incorporating music and sound effects - Copyright considerations for using music in radio production - Practical exercises in choosing and integrating music and sound effects 					1,2
6	<p>Radio News Production</p> <ul style="list-style-type: none"> - Introduction to news production for radio - Researching and gathering news stories - Writing and editing news scripts for radio - Practical exercises in producing radio news segments 					1,2
7	<p>Radio Interviews and Features</p> <ul style="list-style-type: none"> - Techniques for conducting and recording radio interviews - Developing engaging features and documentaries for radio - Editing and structuring interview and feature segments - Practical exercises in conducting interviews and producing features 					3
8	<p>Radio Drama and Fiction</p> <ul style="list-style-type: none"> - Introduction to radio drama and fiction production - Techniques for writing and producing radio dramas - Exploring different genres of radio drama - Practical exercises in creating and producing radio dramas 					3
9	Midterm					

10	<p>Radio Advertising and Commercials</p> <ul style="list-style-type: none"> - Understanding the role of advertising in radio - Techniques for creating effective radio commercials - Legal and ethical considerations in radio advertising - Practical exercises in creating radio commercials 					4
11	<p>Radio Documentaries and Podcasting</p> <ul style="list-style-type: none"> - Techniques for researching and producing radio documentaries - Introduction to podcasting and its relationship to radio production - Editing and structuring documentary and podcast segments - Practical exercises in producing radio documentaries and podcasts 					4
12	<p>Live Radio Production</p> <ul style="list-style-type: none"> - Introduction to live radio production techniques - Planning and executing live radio shows - Techniques for hosting and managing live radio broadcasts - Practical exercises in live radio production 					1,4
13	<p>Radio Station Operations and Management</p> <ul style="list-style-type: none"> - Overview of radio station operations and management - Understanding programming, scheduling, and audience targeting - Legal and regulatory considerations in radio broadcasting - Guest speaker session with industry professionals 					1,3
14	<p>Radio Production for Online Platforms</p> <ul style="list-style-type: none"> - Techniques for adapting radio production for online platforms - Exploring podcasting and streaming services - Building an online presence for radio production 					2,4

	- Practical exercises in producing content for online platforms					
15	Radio Production Ethics and Responsibility - Understanding ethical considerations in radio production - Balancing entertainment, information, and responsibility - Addressing bias and fairness in radio content - Case studies and discussions on ethical dilemmas in radio production					2,3
16	Radio Production Project - Group project: Planning and producing a complete radio show - Applying skills and techniques learned throughout the course - Presenting the final radio show for peer feedback and evaluation					4
17	Final Exam and Course Review - Review of key concepts and skills learned throughout the course - Final exam covering course content - Course evaluation and feedback session					1,2,3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Bottomley, A. J. (2020). *Sound streams: A cultural history of radio-internet convergence*. University of Michigan Press.
- Hausman, C., Messere, F., & Benoit, P. (2015). *Modern radio and audio production: Programming and performance*. Cengage Learning.

- Hausman, C., Messere, F., O'Donnell, L. B., & Benoit, P. (2012). *Modern Radio Production: Production Programming & Performance*. Cengage Learning.
- McLeish, R., & Link, J. (2015). *Radio production*. CRC Press.
- Priestman, C. (2001). *Web radio: radio production for Internet streaming*. Routledge.
- Reese, D. E., Gross, L. S., & Gross, B. (2006). *Radio production worktext: studio and equipment*. Taylor & Francis.
- VanCour, S. (2018). *Making radio: Early radio production and the rise of modern sound culture*. Oxford University Press.

Course Profile

Course Information:

Course Code: MEC 4706

Course Title: Live and outdoor reporting

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Develop live reporting abilities to effectively report live from outdoor places, exhibiting expertise in on-the-spot reporting, improvisation, and adapting to changing environments.
2. Enhance storytelling techniques to effectively tell stories in outdoor settings, utilizing different elements such as visuals, sound, and interviews to engage and captivate their audience.
3. Understand the technical aspects of live reporting knowledge of the technical equipment and tools used in live reporting, including camera operation, audio recording, and live streaming techniques, enabling them to confidently navigate and troubleshoot technical challenges in outdoor reporting scenarios.
4. Develop ethical, professional standards and responsibilities of live reporting, including accuracy, fairness, and impartiality.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes.

1. Develop effective techniques for conducting interviews, gathering information, and reporting live from outdoor settings, such as sporting events, protests, and natural disasters.
2. Demonstrate proficiency in using various media tools and technologies, such as mobile devices, live streaming platforms, and social media, to enhance live and outdoor reporting.
3. Apply critical thinking and problem-solving skills to analyze and evaluate live and outdoor reporting scenarios, considering factors such as audience engagement, story framing, and legal considerations.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	<p>Introduction to Live and Outdoor Reporting</p> <ul style="list-style-type: none"> - Understanding the importance of live and outdoor reporting in the media industry - Exploring the different types of live and outdoor reporting - Overview of the skills and techniques required for successful live reporting 					1
2	<p>News Gathering Techniques</p> <ul style="list-style-type: none"> - Understanding the process of news gathering for live reporting - Differentiating between primary and secondary sources - Developing effective interview techniques for outdoor reporting 					2
3	<p>Equipment and Technology</p> <ul style="list-style-type: none"> - Overview of the essential equipment required for live and outdoor reporting - Familiarization with various camera and audio equipment - Techniques for troubleshooting technical issues during live reporting 					1
4	<p>On-location Reporting</p> <ul style="list-style-type: none"> - Understanding the challenges and considerations of reporting on location - Techniques for finding appropriate locations for live reporting - Strategies for engaging with the audience during on-location reporting 					1,2
5	<p>Weather Reporting</p> <ul style="list-style-type: none"> - Importance of weather reporting in live outdoor reporting - Understanding meteorological concepts and terminology - Techniques for delivering accurate and engaging weather reports 					2
6	<p>Sports Reporting</p>					2

	<ul style="list-style-type: none"> - Overview of sports reporting in live outdoor settings - Techniques for covering live sports events - Understanding the rules and dynamics of different sports 					
7	<p>Entertainment Reporting</p> <ul style="list-style-type: none"> - Exploring the world of entertainment reporting in live outdoor settings - Techniques for interviewing celebrities and artists - Understanding the ethical considerations in entertainment reporting 					2
8	<p>Political Reporting</p> <ul style="list-style-type: none"> - Importance of political reporting in live outdoor settings - Techniques for covering political events and rallies - Understanding the role of the media in political reporting 					2
9	Midterm					
10	<p>Environmental Reporting</p> <ul style="list-style-type: none"> - Overview of environmental reporting in live outdoor settings - Techniques for covering environmental issues and events - Understanding the impact of environmental reporting on public awareness 					2
11	<p>Investigative Reporting</p> <ul style="list-style-type: none"> - Introduction to investigative reporting in live outdoor settings - Techniques for conducting in-depth research and interviews - Understanding the legal and ethical considerations in investigative reporting 					2
12	<p>Crisis Reporting</p> <ul style="list-style-type: none"> - Understanding the role of live outdoor reporting during crisis situations - Techniques for reporting on emergencies and natural disasters - Strategies for ensuring the safety of reporters during crisis reporting 					2
13	Social Media Integration					2

	<ul style="list-style-type: none"> - Importance of social media in live and outdoor reporting - Techniques for utilizing social media platforms for real-time reporting - Understanding the ethical use of social media in reporting 					
14	<p>Live Reporting Ethics</p> <ul style="list-style-type: none"> - Overview of ethical considerations in live and outdoor reporting - Understanding the responsibility of reporters towards accuracy and fairness - Techniques for minimizing bias and maintaining objectivity in reporting 					3
15	<p>Breaking News Reporting</p> <ul style="list-style-type: none"> - Techniques for reporting breaking news in live outdoor settings - Strategies for gathering and verifying information quickly - Understanding the role of live reporting in keeping the audience informed 					1,3
16	<p>Broadcast Presentation Skills</p> <ul style="list-style-type: none"> - Techniques for effective on-camera presentation during live reporting - Understanding the importance of body language and voice modulation - Strategies for maintaining composure and professionalism during live reporting 					2,3
17	<p>Final Project and Review</p> <ul style="list-style-type: none"> - Students will be assigned a final project to demonstrate their skills in live and outdoor reporting - Review and evaluation of the course content and student progress - Discussion of future opportunities and career paths in live and outdoor reporting. 					2,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Alispahic, M., Hadziahmetovic, H., Kurtagic, S. M., Blazevic, R., Husika, A., & Druskic, K. PERCEPTION OF INDOOR AND OUTDOOR NOISE AT URBAN SETTLEMENTS.
- Buonanno, M. (2008). The age of television: Experiences and theories. Intellect Books.
- Kubey, R., & Csikszentmihalyi, M. (2013). Television and the quality of life: How viewing shapes everyday experience. Routledge.
- Lotz, A. D. (2014). The television will be revolutionized. NYU Press.
- Marion, J. (2014). Leave No Trace in the outdoors. Stackpole Books.
- Marsh, V. (2023). Seeking Truth in International TV News: China, CGTN and the BBC. Taylor & Francis.
- Puijk, R. (2023). Television from the periphery–Slow television and national identity in Norway. Communications, (0).
- Silverstone, R., & Williams, R. (2004). Television: Technology and cultural form. Routledge.
- Smith, F. L., Ostroff, D. H., & Wright, J. W. (2023). Perspectives on radio and television: telecommunication in the United States. Taylor & Francis.
- Stephens, M., Poon, J. P., & Tan, G. K. (2023). Misinformation in the Digital Age: An American Infodemic. Edward Elgar Publishing.

Course Profile

Course Information:

Course Code: MEC 4707

Course Title: Contemporary Issues in Digital Journalism

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To foster critical thinking and give an awareness of contemporary issues in the field of digital journalism
2. To develop students' writing skills, which will tailor content for a digital audience
3. To improve analysis abilities on key journalistic concerns appearing in the digital world.
4. To elaborate the digital issues faced in Pakistan and all over the world from an journalistic perspective

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding of the contemporary issues in digital journalism
2. Demonstrate a preliminary journalistic skillset for a digital audience
3. Examine relevant global and local issues discussed in the digital realm of journalism

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Contemporary Digital Journalism <ul style="list-style-type: none"> • Understand the evolution of digital journalism and its impact on traditional media. 					1
2	Digital Media Ethics and Responsibility <ul style="list-style-type: none"> • Analyze ethical challenges specific to digital journalism, such as fake news and clickbait 					1
3	Ethical implications of digital journalism practices and content dissemination <ul style="list-style-type: none"> • The challenges of sourcing and verifying information 					1
4	Data Journalism and Visualization <ul style="list-style-type: none"> • Explore the integration of data-driven reporting, analysis, and visualization. 					1
5	Digital Verification and Fact-Checking <ul style="list-style-type: none"> • Investigate techniques for verifying digital content, including images and videos. 					2
6	Multimedia storytelling formats				<ul style="list-style-type: none"> • Podcasts • Video • Essays • Interactive Narratives 	2
7	Digital News Reporting <ul style="list-style-type: none"> • Understanding dos and don'ts of digital news reporting 					2
8	Digital Media Journalism: Viral vs. Responsible					3
9	Midterm					

10	Digital Media Literacy and Misinformation <ul style="list-style-type: none"> Address the spread of misinformation and disinformation through media literacy initiatives. 					1,2
11	Digital Journalism and Globalization <ul style="list-style-type: none"> Recognize the potential and difficulties of reporting in a globalized digital landscape 				.	2
12	Digital Journalism and Online Hate Speech					3
13	Develop guidelines for handling online harassment and maintaining				.	2,3
14	Representation of journalists in popular culture					1,3
15	Diversity in Digital Journalism <ul style="list-style-type: none"> Diversity and inclusion in news coverage and newsrooms 					2,3
16	Digital Journalism Ethics <ul style="list-style-type: none"> Do Pakistani journalists follow an ethics protocol – should they? 					1,3
17	Multimedia Toolkit Understanding multimedia tools available to a digital journalist					2
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Ehrlich, M. C., & Saltzman, J. (2015). *Heroes and scoundrels: The image of the journalist in popular culture*. University of Illinois Press. (pp. 1-18).
- Hardy, J. (Ed.). (2023). *Sponsored Editorial Content in Digital Journalism*. Taylor & Francis.
- Kampf, Z., & Liebes, T. (2013). *Transforming media coverage of violent conflicts: The new face of war*. Springer.

- Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., Bochsler, D., & Esser, F. (2013). Mediatization as a challenge: Media logic versus political logic. *Democracy in the Age of Globalization and Mediatization*, 155-176. Basingstoke, UK: Palgrave Macmillan.
- Lachover, E. (2005). *The gendered and sexualized relationship between Israeli women journalists and their male news sources*. *Journalism*, 6(3), 291-311.
- Reich, Z. (2014) *Islands of Divergence in a Stream of Convergence*. *Journalism Studies*, 15(1), 64-81.
- Ross, K., Evans, E., Harrison, L., Shears, M., & Wadia, K. (2013). *The Gender of News and News of Gender A Study of Sex, Politics, and Press Coverage of the 2010 British General Election*. *The International Journal of Press/Politics*, 18(1), 3-20.
- Tenenboim-Weinblatt, K. & Neiger, M. (2015). *Print is Future, Online is Past: Cross-Media Analysis of Temporal Orientations in the News*. *Communication Research*, 42(8), 1047-1067.
- Tenenboim-Weinblatt, K. (2013). *The Management of Visibility: Media Coverage of Kidnapping and Captivity Cases around the World*. *Media, Culture & Society*, 35(7), 791-808.
- Usher, N. (2014). *Making News at the New York Times*. Ann Arbor: University of Michigan Press (pp. 1-26).
- Wolfsfeld, Gadi (2007). *The role of the news media in conflict and peace: Towards a more general theory*. In J. Grimm & P. Vitouch (eds.), *War and crisis journalism: Empirical results – political contexts*. Wiesbaden: Verlag, Germany.

Web URL's

- Bakir, V., & McStay, A. (2018). Fake news and the economy of emotions: Problems, causes, solutions. *Digital journalism*, 6(2), 154-175.
- Penney, J. (2023). Entertainment journalism as a resource for public connection: a qualitative study of digital news audiences. *Media, Culture & Society*, 01634437231168310.
- Shelke, M. M. (2023). Advocacy Journalism in the Digital Age: Balancing Ethical Implications and Contemporary Realities. *Vidhyayana-An International Multidisciplinary Peer-Reviewed E-Journal-ISSN 2454-8596*, 8(6).

Course Profile

Course Information:

Couse Code: MEC 4807

Course Title: Mobile Journalism (MOJO)

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To provide an understanding of theoretical, technical and practical practice of mobile journalism.
2. To elaborate the application of
3. To equip students with the basic knowledge for using mobile audio/video editing software for creating content.
4. Explain how Mobile Journalism has redefined traditional journalism practices and broadened storytelling possibilities.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Differentiate between the theoretical, technical and practical practice of mobile journalism.
2. Develop an understanding of utilizing the ready-able production and editing software or apps on mobile.
3. Formulate a scripts, questionnaires, voice-overs for interviews, reports for newsgathering.
4. Create an executable proposal for conducting a complete interview program using smartphones.
5. Demonstrate the use of mobile audio/video editing software and export video footage for social media platforms.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentation s	Discussions	Mapping with CLOs
1	Introduction to Mobile Journalism <ul style="list-style-type: none"> • Mobile Journalism Overview • Purpose of Mobile Journalism • Understanding Mobile Journalism 				MOJO in Pakistan.	1
2	Global adoption and influence of the Mobile <ul style="list-style-type: none"> • History of MOJO 				Case Studies: Arab Revolution	1
3	Basic Equipment for MOJO <ul style="list-style-type: none"> • MOJO & Smartphone, Scope and reach of Smartphone • Overcoming the Limitations of Smartphone. 					1
4	Different Media VS Mobile Journalism <ul style="list-style-type: none"> • Traditional Media & MOJO • Social Media & MOJO • Audience Research and Engagement • Social media branding and Marketing 				Storytelling and User Generated Content creations Content marketing, Keyword marketing like SEO, SEM	1,2
5	Techniques of Mobile Journalism <ul style="list-style-type: none"> • Various Smart phones and their uses 	Video Recording				2

	<ul style="list-style-type: none"> • Exposure related parameters • Framing composition; Creating Shots • On Shoot Challenges 	apps for MOJO Editing Video on Smartphone				
6	Multi Track Video Editing for MOJO <ul style="list-style-type: none"> • Adding Titles • Captions and Logos to Smartphone videos • Basics of Voice over • Mobile News Packaging • Portable News Gathering 				MOJO Shoot - Checklist & Tips for a Perfect Shot	2
7	Preparation and location scouting <ul style="list-style-type: none"> • Framing and composing Video Shots • Collection of visuals for video News • Organizing visual elements into a video story 				Production of videos from Photo and script.	3
8	Interview Conducting in Mobile Journalism <ul style="list-style-type: none"> • Preparation of questions for Interview • Conducting an Impactful Interview 				Ambience and background selection for Interview Editing video of Interview Voice-over & Recording.	3
9	Midterm					
10	MOJO and Workflow <ul style="list-style-type: none"> • Initial capital investment in MOJO • Finance management of MOJO • Future Investments in MOJO • Identifying Target Audience • Selection of Broadcasting Platform 				Selection of Time and format of the Program Setting the tone for Program in the lead up to Broadcast	3,4
11	Storytelling for Mobile Journalists <ul style="list-style-type: none"> • Citizen Journalism through YouTube • Correlation between MOJO & Streaming Platforms • Tracking the feedback • Organizing and analyzing feedback 				Finding solutions to Problems faced by Audience	2,3,4
12	Developing MOJO Stories					3,4,5

	<ul style="list-style-type: none"> • Development of original angles and story ideas • Learning to spot data which misleads • Apply fact checking principles to verify user-generated content 					
13	<p>Constructive journalism and solutions-based storytelling</p> <ul style="list-style-type: none"> • Understanding online copyright policies • Use of technology and understanding of laws related to Cyber Crime • Media information literacy a big gap in MOJO • Do and don'ts for ethical Mobile Journalism 				Exposure of Yellow Journalism through MOJO Handling of Propaganda Journalism through MOJO.	2,4
14	<p>Mobile journalism and quality control</p> <ul style="list-style-type: none"> • Identifying how social videos differ on each platform • Creating derivative content strategies • Making thumbnails, headlines and hash tags • Organizing and sequencing the content to suit the target audience • Measuring the impact of Mobile Journalism 				SWOT analysis of the Profession	1,3,4
15	<p>Ethical and Legal Aspects of MOJO</p> <ul style="list-style-type: none"> • Important and relevant legal issues • Privacy, Defamation and Trespass • Process of ethical decision-making 					1,2,4
16	<p>Interactive Content Creation</p> <ul style="list-style-type: none"> • MOJO and instant messaging • Real Time Interviews with Audience participation 					2,3,5
17	<p>MOJO and Society as global village in Future</p> <ul style="list-style-type: none"> • Upcoming modifications in Smartphone technology • Virtual Reality • Immersive Media; Artificial Intelligence. • Future technological Challenges 					1,3,4

	<ul style="list-style-type: none"> • Future Legal and ethical Challenges • Future Political & Social Challenges 					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Adornato, A. (2021). *Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism*. Routledge.
- Amar, A.K., Sajid, U. (2017). *Handbook of Research on Mobile Devices and Smart Gadgets in K-12 Education*.
- Anthony, C. A. (2017). *Mobile and Social Media Journalism: A Practical Guide*. SAGE Publications.
- Burum, I., & Quinn, S. (2015). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Routledge.
- Guo, L. (2022). Book Review: *Feature Writing and Reporting: Journalism in the Digital Age*, by Jennifer Brannock Cox.
- Hill, S., & Bradshaw, P. (2018). *Mobile-first journalism: Producing news for social and interactive media*. Routledge.
- Quinn, S. (2011). *MoJo-Mobile Journalism in the Asian region*. KAS.
- Schleser, M., & Xu, X. (2021). Mobile Storytelling in an Age of Smartphones. In *Mobile Storytelling in an Age of Smartphones* (pp. 1-6). Palgrave Macmillan, Cham.
- VazÁlvarez, M. (2017). *The Future of Video-Journalism: Mobiles*. In *Media and Metamedia Management* (pp. 463-469). Springer, Cham.
- Wenger, D. H., & Potter, D. (2014). *Advancing the story: Journalism in a multimedia world*. CA Press.

Course Profile

Course Information:

Course Code: MEC 4505

Course Title: Digital Photography & Photo Manipulation

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Understanding of digital photography essentials such as camera settings, exposure, composition, and lighting.
2. Illustrate how to enhance photographs, correct exposure and color, edit portraits, and use numerous tools to generate creative effects.
3. Develop skills in using industry-standard photo editing software, such as Adobe Photoshop or Light room.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes.

1. Understand, identify, and apply composition of light and principles to form full frame.
2. Describe the digital editing after camera process.
3. Identify problem-solving light equipment and client objectives.
4. Demonstrate the ability to visualize aesthetics and styles on the perspective of various light strobes.
5. Demonstrate the ability to use advance editing techniques on Adobe Light room

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Revising their basic photography					1
2	Photography in black and white and monochrome					1
3	Impacts of light <ul style="list-style-type: none"> • Controlling light • Outdoor Light formation 				Low and high tones	1,2
4	Portrait Photography Light Reflector	<ul style="list-style-type: none"> • use of studio light • Catch lights • split lights • Rembrandt light • loop light 			Use of Affected/ dramatically lights on portrait	3
5	HDR Toning <ul style="list-style-type: none"> • Effect of HDR on picture • use of PS in HDR 	Create your own HDR				3
6	Introduction to Adobe Lightroom Basics of Adobe Lightroom	Effective techniques for image's exposure				5
7	Raw editing techniques	Use of different poses in one picture.				4,5

8	Editing Techniques	Class discussion and practice on editing. -Creating concept while editing.				5
9	Midterm					
10	Tools of Lightroom	Exploring Image Levels, Curves, Exposure, Color Tone, White Balance				5
11	Difference between image file formats Solving problems with raw image.	Change light of subject with raw editing.			-Impact of raw file on picture - introduction of camera raw -correction of colors	3,5
12	-Color exposure • -Discussion about projects	Change light of subject with raw editing			correction of colors -frame - saturation -contrast – exposure correction	2,4
13	Double Exposure • Conceptually manipulate different images. • use of raw files • color correction • Impact with self portrait	Create your own double expose image				2,3
14	Long Exposure • Light recording • light paintings	Low light photography.				3
15	Color exposure • Correction of colors • Frame -saturation				Discussion about projects	3

	Contrast Exposure correction					
16	Change light of subject with rawediting	Adobe Light room Practical	Class editing quiz			2
17	Adobe Light room Effects <ul style="list-style-type: none"> • Correction of colors • Frame • Saturation • Contrast • Exposure correction 					2,5
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Boeriis, M. (2022). Towards a grammar of manipulated photographs: the social semiotics of digital photo manipulation. In *Truthfulness and Truth Claims Across Media*. Palgrave Macmillan.
- Kelby, S. (2020). *The digital photography book (Vol. 1)*. Rocky Nook, Inc..
- Lehmuskallio, A., Häkkinen, J., & Seppänen, J. (2019). Photorealistic computer-generated images are difficult to distinguish from digital photographs: a case study with professional photographers and photo-editors. *Visual communication, 18*(4), 427-451.
- Manovich, L. (1995). The paradoxes of digital photography. *Photography after photography*, 58-66.
- Safori, A. O., & Ananbeh, A. A. (2023). The Photo Manipulation from the perspective of the Photographers: Evidence from Jordan. *Humanities and Social Sciences Series, 38*(2).
- Sharma, J., & Sharma, R. (2017). Analysis of key photo manipulation cases and their impact on photography. *The IISU-JOA Journal of Arts*, 88-99.
- Van Dijck, J. (2008). Digital photography: Communication, identity, memory. *Visual communication, 7*(1), 57-76.

Specialization: TV & Film Production

Course Profile

Course Information:

Course Code: MEC 4801

Course Title: Film Studies

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Elaborate a diverse range of film analysis techniques to critically deconstruct and interpret cinematic elements.
2. Explain in-depth exploration of cinematography, visual aesthetics, and sound design.
3. Discuss films from different periods, genres, and cultural contexts.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Develop a comprehensive understanding of key film theories and concepts
2. Analyze and discuss films from different periods, genres, and cultural contexts
3. Demonstrate their grasp of the theoretical foundations of film studies
4. Apply a diverse range of film analysis techniques to critically deconstruct and interpret cinematic elements

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	What is Film History of Film First motion Picture				Screening of Arrival of a Train at La Ciotat	
2	Types of Film Genres and Styles <ul style="list-style-type: none">• Overview of Film Genres• Evolution of genres					
3	Film movements I <ul style="list-style-type: none">• German Expressionism (1919–1926)					

	<ul style="list-style-type: none"> • Surrealism (1924–1930) • Soviet Montage (1924–1933) • Poetic Realism (1930–1939) 					
4	<p>Film movements II</p> <ul style="list-style-type: none"> • Italian Neorealism (1942–1951) • The French New Wave (1959–1964) • British New Wave (1959–1963) • Cinéma Vérite (1960s–present) 					
5	<ul style="list-style-type: none"> • Third Cinema (1960s–1970s) • New German Cinema (1962–1982) • New Hollywood (1967–early 1980s) • Cinéma Du Look (1980s–1990s) <p>Dogme 95 (1995–2005)</p>					
6	Analysis of a classic films with digital era				Camera Techniques	Cinematography Styles
7	Visual Aesthetics in Film Making					
8	Films as reflections of cultural and societal values					
9	Midterm					
10	Analysis of lighting, color, and visual motifs in film					
11	Principles of Film Editing					
12	<p>Advance editing techniques in Film making</p> <p>Computer Generated Content</p>					
13	Representation of stereotypes in Film					
14	Impact of technology on storytelling in film					

15	Emerging technologies and digital filmmaking.					
16	Cultural and social norms in Film					
17	Contemporary Film Trends					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Hill, J., Gibson, P. C., Dyer, R., Kaplan, E. A., & Willemen, P. (Eds.). (1998). The Oxford guide to film studies (p. 262). Oxford: Oxford University Press.
- Nelmes, J. (2012). Introduction to film studies. Routledge.
- Sikov, E. (2020). Film studies: An introduction. Columbia University Press.
- Slocum, J. D. (Ed.). (2023). Hollywood and war, The film reader. Taylor & Francis.
- Stachowiak, K., Janta, H., Kozina, J., & Sunngren-Granlund, T. (Eds.). (2023). Film and Place in an Intercultural Perspective: India-Europe Film Connections. Taylor & Francis.

Web URL's

- <https://www.masterclass.com/articles/film-movements>

Course Profile

Course Information:

Couse Code: MEC 4803

Course Title: Program Production and Development

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To elaborate the elements of selection, writing, editing, compiling and presenting different programs for TV.
2. To provide practical knowledge on how to produce and present different programs.
3. To develop comprehensive understanding of television program production process.
4. To describe the key role and responsibilities of producers and production teams.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes.

1. To produce fresh and unique program ideas across multiple television program genres and forms.
2. Demonstrate pre-production, production and post-production techniques such as video editing, graphics, and sound design.
3. Display proficiency in production techniques, including camera operation, lighting, audio recording, and directing.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentation s	Discussion s	Mapping with CLOs
1	Introduction to the Television Environment					1
2	The value of television and television programs					1
3	Television Production Process					1
4	Types of Television Programs <ul style="list-style-type: none">• Documentaries• Current Affairs• Talk-Shows					1
5	Genre and format					1
6	Stages of Production <ul style="list-style-type: none">• Pre-Production• Production• Post-Production					2
7	News Program <ul style="list-style-type: none">• The bulletin• News programs• Documentary• 24 hour news• Who does what?• Network TV news					2

8	Directing techniques for various program formats					1,2
9	Midterm					
10	Understanding ratings and viewership metrics					1
11	Television Equipment <ul style="list-style-type: none"> • Camera, • Camera Lenses, • Camera Operation and Picture Composition, • Lighting, • Sound Control, Video-Recording and Storage Systems					2,3
12	Directing and Casting Actors for Television Programs					2,3
13	Multi-camera setups and single-camera shooting					2,3
14	Post Production Editing					2,3
15	public service broadcasting					2,3
16	Television transmission					2,3
17	Television program distribution <ul style="list-style-type: none"> • Television • Streaming • Online 					1,3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- BHUIYAN, A. S. A. Television Journalism as a Field.
- Bignell, J., & Orlebar, J. (2013). *The television handbook*. Routledge.
- Bignell, J., & Woods, F. (2022). *An introduction to television studies*. Routledge.
- Cheng, T. (2023). Symbolic communication in cultural television programmes. In *SHS Web of Conferences* (Vol. 158, p. 02010). EDP Sciences.
- Coleman, E. R. (2023). The wellbeing of ordinary people in factual television production. *Media, Culture & Society*, 01634437231155347.
- Gawlinski, M. (2013). *Interactive television production*. Routledge.
- Millerson, G., & Owens, J. (2012). *Television production*. Routledge.
- Scott, A. J. (2004). The other Hollywood: the organizational and geographic bases of television-program production. *Media, Culture & Society*, 26(2), 183-205.

Course Profile

Course Information:

Course Code: MEC 4804

Title: Drama, Film and Theatre

Credit Hrs. 3

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. Develop self-confidence, self-discipline and a positive self-image.
2. Create an environment of respect, trust, and safety.
3. Strengthen powers of concentration commitment to the role.
4. Explore and develop physical, vocal capabilities, ability to decide, act upon it, and accept the results
5. Extend the ability to think creatively and develop a sense of abstract expression as well as to explore, control and express emotions.
6. Develop the ability to initiate, organize, and present a project within a given set of Guidelines.

Course Learning Outcomes (CLOS)

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding of the historical and cultural significance of drama, film, and theatre.
2. Analyze and interpret dramatic texts, films, and theatrical performances.
3. Apply critical thinking skills to evaluate the artistic elements and techniques used in drama, film, and theatre.
4. Develop effective communication and presentation skills through acting, directing, or other performance roles.

5. Collaborate with others in a creative and professional manner to produce theatrical productions or film projects.

6. Apply technical skills related to stagecraft, lighting, sound, or film production.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Drama as a Genre of Literature CONCEPTS AND DEFINITION Elements of Drama: Plot Elements of Drama: Action Elements of Drama: Dialogue					1
2	Drama as a Genre of Literature Origin and Functions of Drama Elements of Drama: Imitation					1,3
3	Dramatic Technique Characterization Other Dramatic Techniques Dramatic Conventions					2,3
4	Types of Drama Forms/Types of Drama: Tragedy, Comedy, Tragi-Comedy, Melodrama					3,4
5	Theatre Introduction to the art of theatre Role of the audience Role of the performers and director					3,4
6	Theatre The playwright Dramatic structure Designers: lighting, sound, costume, set					3,4
7	Theatre Major theatrical forms and movements Historical/Classical drama					2,4
8	Revision					1,2,3,4
9	Midterm					
10	Film The Birth of the Moving Picture (Introduction to the history of film as a moving picture, starting in 19th century France with the Lumiere brothers and the social, technological and artistic evolution of a new medium through the 'silent' era. Introduction to how a camera works by capturing light: the basics of lens selection, focus, exposure etc. Interactive activity with camera and lights. Basic three-point lighting instruction and execution. Introduction to and history of visual language, syntax and vocabulary - augmented by a historical approach from the earliest dichotomy between					2,3,5

	the Lumiere brothers and Melies through to the work of DW Griffith)					
11	Filmmaking as three stages of production (The writing process - introduction to script form and execution. Instruction of story, plot and character arc and development. <ul style="list-style-type: none"> • The shoot - introduction to how a film set works and functions with its many moving parts. 					2,5
12	Filmmaking as three stages of production <ul style="list-style-type: none"> • Augmented by interactive in-class activity. The editing process - basic vitals of shot analysis, selection and pairing.					2,5,6
13	The Two Senses - Sound and sight (Sight - introduction to the concept of mise-en-scene and its many utilizations, executions and effects in film <ul style="list-style-type: none"> • Sound and Music - introduction to the use of sound and music in film - dialogue and SFX 					5,6
14	The Two Senses - Sound and sight cont. In an interactive directing actor's workshop, students take turns directing each other or acting students in given cinematic scenarios.					4,6
15	Performance (Directing actors - the basics of cinematic performance with a basis in the 'methods' of Stanislavsky, Stella Adler and Meissner.					4,6
16	Making a Movie (Preparing the students to make a short 5-minute film through the mechanics of preproduction and production. Assignment: prepare and film a short film					5,6
17	Final Project Presentations					
Final Term Examination						

Note: This course will introduce students to thinking about some fundamental aesthetics of drama. Drama combines the literary arts of storytelling and poetry with the world of live performance. As a form of ritual and entertainment, drama has served to unite communities and challenge social norms, to vitalize and disturb its audiences. In order to understand this rich art form more fully, we will study and discuss a sampling of plays that exemplify different kinds of dramatic structure; class members will also participate in, attend, and review dramatic performances

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

- Zuber-Skerritt, O. (2021). *Page to stage: Theatre as translation* (Vol. 48). BRILL.
- Rancière, J. (2019). *The intervals of cinema*. Verso Books.
- Kesavan, M. (2019). Urdu, Awadh and the tawaif: the Islamicate roots of Hindi cinema. In *Forging identities* (pp. 244-257). Routledge.
- McMullan, A. (2021). *Theatre on trial: Samuel Beckett's later drama*. Routledge.
- Deer, J., & Dal Vera, R. (2021). *Acting in musical theatre: A comprehensive course*. Routledge.
- Herbert, S. (2021). *A History of Pre-Cinema V3*. Routledge.

Course Profile

Course Information:

Course Code: MEC 4609

Course Title: Digital Story Telling

Credit Hrs. 3

Pre-requisites: Nil

Course Objective:

This course is designed to meet the below objectives.

1. This course will follow the tenets of journalism and introduce students to the fundamentals of news judgment, reporting and writing with a purpose of gaining a deeper understanding of the art of multimedia storytelling.
2. By using a combination of text, still photos, video, audio, graphics, mobile apps, social media and other emerging digital storytelling tools, students will build on this rich storytelling medium with research and analysis of current and evolving industry trends while producing multi-dimensional stories for a digital environment.

Course Outcomes:

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate developed knowledge of the principles and concepts of framing, sound, composition, visual storytelling, digital storytelling, and culture

2. Demonstrate a sense of aesthetics and skills in communicating through both static and moving images
3. Demonstrate creativity and originality in effectively developing and managing a visual story production
4. Communicate and critique project ideas with classmates in workshop activities, consultations and screenings
5. Demonstrate critical thinking around digital storytelling, online media production, and the social and cultural media environment.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Course Introduction and Housekeeping; Adobe Spark: The Interview					1
2	What's the Story? Shaping the Story; Inverted Pyramid and Beyond; Headlines, Photos and Captions					1
3	Researching Tools; Finding the Story					1
4	Accuracy and Fairness; Sharing the Story Do's and Don'ts of Audio Journalism					1, 2
5	Introducing Digital Storytelling Cookbook; Storytelling Paradigms					2
6	Seven Steps of Digital Storytelling; Approaches to Scriptwriting; Storyboarding					2
7	Pitching; Story Cycle; Listening; Art of Organizing; Scanning, Visuals, Editing					2
8	Stories/Images That Transform and Empower; Project Assembly					3
9	Midterm					
10	Writing for the Client; Strategic Communications Pitching the Story					3, 4
11	Explore Special Effects, Pans, Superimpositions, Titles					3, 4
12	Review, Re-write Scripts; Finish Recording Voice Overs					4
13	Begin Final Project Rough Edits					4
14	Editing and animating segments of the project					4, 5
15	Final Project Assembly					5
16	Sharing					5
17	Final Project Presentation					
Final Term Examination						

Note: This course looks at the development, production, and use of digital stories. Digital story has become an avenue of expression leading to new forms of social networking and a means through which story is re-made for different media. This course will cover an analysis of the 'producer' as an autonomous

media producer and the development of a computer mediated aesthetics. Theories of narrative form, visuals, sound, music, subjectivity and identity will form part of the course with an examination of forms of collective and political engagement that develop out of digital story. New mainstream genres which grow out of older forms such as the diary or the journal will be discussed. The course has a practical component which will encourage the production of new forms of narrative through exercises and the use of skills developed in class.

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

- Quah, C. Y., & Ng, K. H. (2022). A systematic literature review on digital storytelling authoring tool in education: January 2010 to January 2020. *International Journal of Human-Computer Interaction*, 38(9), 851-867.
- Kogila, M., Ibrahim, A. B., & Zulkifli, C. Z. (2020). A powerful of digital storytelling to support education and key elements from various experts. *International Journal of Academic Research in Progressive Education and Development*, 9(2), 408-420.
- Podara, A., Giomelakis, D., Nicolaou, C., Matsiola, M., & Kotsakis, R. (2021). Digital storytelling in cultural heritage: Audience engagement in the interactive documentary new life. *Sustainability*, 13(3), 1193.
- Nicoli, N., Henriksen, K., Komodromos, M., & Tsagalas, D. (2022). Investigating digital storytelling for the creation of positively engaging digital content. *EuroMed Journal of Business*, 17(2), 157-173.

Course Profile

Course Information:

Course Code: MEC 4805

Course Title: Digital Audio and Video Tools

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Create an understanding of the basic elements of video and audio tools involved in the three stages of production.

2. Elaborate the different media forms such as commercials, public service announcements, movie scenes, documentaries, and music videos.
3. Emphasis on the digital media literacy, encouraging students to think critically to analyze current media forms as well as media industry practices.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Demonstrate an understanding about the history of A/V, pre-production, production, and postproduction.
2. Demonstrate knowledge and appropriate use of digital and analog video systems, software applications, and communication and networking components.
3. Make decisions regarding the selection, acquisition, and use of software taking under consideration its quality, appropriateness, effectiveness, and efficiency.
4. Demonstrate mixing of audio and sound techniques, including common audio problems.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Principles of Audio <ul style="list-style-type: none"> • Sound waves • Frequency and pitch • Amplitude and loudness • Digital and analog audio • Noise and distortion • Acoustics and psychoacoustics • Phase • Two-channel stereo • Surround sound and mid/side (M/S) stereo 					1
2	Recording Equipment and Facilities <ul style="list-style-type: none"> • Production and performance studios • Digital audio workstations and software • Mixing consoles • Microphone selection • Turntables and compact disc (CD) players • Audio monitor loudspeakers • Equalizers • Dynamic compressors and limiters 					1
3	Preproduction Planning and Design					2

	<ul style="list-style-type: none"> • Relation of sound to picture • Selection of production sites • Selection of equipment • Relative functions of voice, music, effects and silence • Use of prerecorded material 					
4	<p>Production Techniques</p> <ul style="list-style-type: none"> • Miking and recording speech • Miking and recording music • Miking and recording sound effects • ADR or looping dialog • Sound effects a. Pre-recorded effects b. “Wild” effects recording c. Foley effects recording • On-location recording 					2
5	<p>Audio Recording and Editing with Pro Tools</p> <ul style="list-style-type: none"> • Session creation and digital settings • Track creation and recording • Signal routing and level adjustment • Destructive and non-destructive recording • Clip and region editing • Importing external audio • Automated features • Insert and Audio Suite effects • Mix-down and export techniques 					3
6	<p>Touring Adobe Premiere Pro CC</p> <ul style="list-style-type: none"> • Nonlinear editing in Adobe Premiere Pro • Expanding the workflow • Touring the Adobe Premiere Pro interface <p>Setting up a project</p> <ul style="list-style-type: none"> • Setting up a sequence • Importing Media • Importing assets • Working with the Media Browser • Importing images • The media cache • Capturing the videotape 					3

7	Organizing Media <ul style="list-style-type: none"> • The Project panel • Working with bins • Organizing media with content analysis • Monitoring footage • Modifying clips 					3
8	Essentials of Video Editing <ul style="list-style-type: none"> • Using the Source Monitor • Navigating the Timeline • Essential editing commands Working with Clips and Markers <ul style="list-style-type: none"> • Program Monitor controls • Controlling resolution • Using markers • Using Sync Lock and Track Lock • Finding gaps in the Timeline • Moving clips • Extracting and deleting segments 					3
9	Midterm					
10	Adding Transitions <p>What are transitions?</p> <ul style="list-style-type: none"> • Edit points and handles • Adding video transitions • Using A/B mode to fine-tune a transition • Adding audio transitions 					3
11	Advanced Editing Techniques <ul style="list-style-type: none"> • Four-point editing • Retiming clips • Replacing clips and footage • Nesting sequences • Regular trimming • Advanced trimming • Trimming in the Program Monitor pane Putting Clips in Motion <ul style="list-style-type: none"> • Adjusting the Motion effect • Changing clip position, size, and rotation • Working with key frame interpolation • Using other motion-related effects 					2,3

12	<p>Multi-camera Editing</p> <ul style="list-style-type: none"> • The multi-camera process • Creating a multi-camera sequence • Switching multiple cameras • Finalizing multi-camera editing • Additional multi-camera editing tips 					1,3
13	<p>Editing and Mixing Audio</p> <ul style="list-style-type: none"> • Setting up the interface to work with audio • Examining audio characteristics • Adjusting audio volume • Adjusting audio gain • Normalizing audio • Creating a split edit • Adjusting audio levels in a sequence • Working with the Audio Mixer 					2,3
14	<p>Sweetening Sound</p> <ul style="list-style-type: none"> • Sweetening sound with audio effects • Adjusting EQ • Applying effects in the Audio Mixer • Cleaning up noisy audio <p>Adding Video Effects</p> <ul style="list-style-type: none"> • Working with effects • Key framing effects • Effects presets • Frequently used effects 					2
15	<p>Color Correction and Grading</p> <ul style="list-style-type: none"> • Color-oriented workflow • An overview of color-oriented effects • Fixing exposure problems • Fixing color balance • Specials color effects • Creating a look <p>Exploring Compositing Techniques</p> <ul style="list-style-type: none"> • What is an alpha channel? • Using compositing in your projects • Working with the Opacity effect 					4

	<ul style="list-style-type: none"> • Working with alpha-channel transparencies • Color keying a green screen shot • Using mattes 					
16	<p>Creating Titles</p> <ul style="list-style-type: none"> • An overview of the Title window • Video typography essentials • Creating titles • Stylizing text • Working with shapes and logos • Making text roll and crawl <p>Managing Your Projects</p> <ul style="list-style-type: none"> • The File menu • Using the Project Manager • Final project management steps • Importing projects or sequences • Managing collaboration • Managing your hard drives 					4
17	<p>Exporting Frames, Clips, and Sequences</p> <ul style="list-style-type: none"> • Overview of export options • Exporting single frames • Exporting a master copy • Working with Adobe Media Encoder • Exchanging with other editing applications • Recording to tape 					4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Greenebaum, K., & Barzel, R. (2004). *Audio anecdotes II: tools, tips, and techniques for digital audio*. AK Peters/CRC Press.
- Huber, D. M., Caballero, E., & Runstein, R. E. (2023). *Modern Recording Techniques: A Practical Guide to Modern Music Production*. CRC Press.
- Paulus, T., Lester, J., & Dempster, P. (2013). *Digital tools for qualitative research*. Sage.
- Suprato, D. (2021, September). The Use of Audio-Visual Tools in Learning English: An analysis of online teaching and learning. In *Proceedings of the 5th International Conference on Learning Innovation and Quality Education* (pp. 1-4).
- Zahn, C., Krauskopf, K., Pea, R., & Hesse, F. W. (2010). Digital video tools in the classroom: Empirical studies on constructivist learning with audio-visual media in the domain of history.
- Zhang, H., Wang, J., Li, Z., & Li, J. (2023). Design and Implementation of Two Immersive Audio and Video Communication Systems Based on Virtual Reality. *Electronics*, 12(5), 1134.

Course Profile

Course Information:

Course Code: MEC 4806

Course Title: Directing for Camera

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Choosing themes and genres with uniqueness in connection to the dynamics of socio-cultural, political, and historical settings for meaningful whole through audio-visuals.
2. This course will assist students in seeing, comprehending, identifying, and analyzing significant concepts employed in cultural activities.
3. Students will be able to comprehend the director's sensitivity in managing and integrating technical and structural aspects in the production of abstract visuals with special effects for emotional state shift.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Differentiate between the director's job and the different characteristics, his dramatic construction and dramatic analysis.
2. Demonstrate an understanding to equip with screen grammar through film language
3. Technical expertise to become a storyteller with distinctive voice and style
4. Proficiency in using digital technology as well as an enhanced discussion of crew roles, and of directing actors during the production cycle.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	What is directing for Camera? Who is the director? • Artistic Identity and Drama					1
2	Screen craft 1	Director's Screen Grammar, Seeing with a moviemaker's Eye, Shooting projects		Choose a film of specific significance and study content, form, structure and style		1
3	Screen craft 2	Assignment on shot types.			Director's Screen Grammar, Seeing with a moviemake r's Eye, Shooting projects	1
4	The Story and Its Development					1
5	Writing a Proposal Treatment of Proposal					2
6	Aesthetics and Authorship	Point of view, subtext, genre and archetypes				2

		Time, structure, plot				
7	Space stylized environments & performances <ul style="list-style-type: none"> • Form and Style 					3
8	camera movement in communicating emotions and storylines					2,3
9	Midterm					
10	Acting Fundamentals. <ul style="list-style-type: none"> • Directing Actors. • Acting Improvisation exercises. • Acting Exercises with a Text. • Casting. 			Individual video presentation		1,3
11	Exploring the script. Preparing a scene. Meetings, rehearsals, planning, production design, deciding equipment.				Discussion on fps, video standards for television & film.	3,4
12	Case studies of cinematography in various genres	Screen a film and critically write about it.				
13	Developing a crew, Mise-en-scene, Producing a Shooting Script					4
14	Before the camera rolls, Roll Camera, Location Sound, Continuity, Directing the Actors and crew, Monitoring Progress.					4
15	Preparing to edit, First Assembly, Editing Principles, Using Analysis and Feedback			Discussion on different aspects of film text such as		4

				composition etc.		
16	Working with Music, Editing from Fine Cut to Sound Mix, Titles, Acknowledgements, and Promotional Material					4
17	Project Screening & evaluation.					1,2,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Crisp, M. (1997). *Directing single camera drama*. CRC Press.
- Schultz, C., & Mello, C. (Eds.). (2023). *Chinese Film in the Twenty-First Century: Movements, Genres, Intermedia*. Taylor & Francis.
- Gaspard, J. (2023). *Fast, Cheap & Under Control: Lessons Learned from the Greatest Low-Budget Movies of All Time*. Albert's Bridge Books.
- Tomaric, J. (2013). *Filmmaking: Direct your movie from script to screen using proven Hollywood techniques*. Routledge.
- Steve, R. (1996). *Pre-Production Planning for Video, Film, and Multimedia*.

Web URL's

- He, L. W., Cohen, M. F., & Salesin, D. H. (2023). The virtual cinematographer: A paradigm for automatic real-time camera control and directing. In *Seminal Graphics Papers: Pushing the Boundaries, Volume 2* (pp. 707-714).
- Hanmakyugh, T. T. (2023). THE PSYCHOLOGY OF CAMERA SHOTS: A DETERMINANT FOR AUDIENCE PERCEPTION OF FILM IMAGES. *Ama: Journal Of Theatre And Cultural Studies*, 14(1).
- Gaspard, J. (2023). *Fast, Cheap & Under Control: Lessons Learned from the Greatest Low-Budget Movies of All Time*. Albert's Bridge Books.

Course Profile

Course Information:

Course Code: MEC 4505

Course Title: Digital Photography & Photo Manipulation

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Understanding of digital photography essentials such as camera settings, exposure, composition, and lighting.
2. Illustrate how to enhance photographs, correct exposure and color, edit portraits, and use numerous tools to generate creative effects.
3. Develop skills in using industry-standard photo editing software, such as Adobe Photoshop or Light room.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Understand, identify, and apply composition of light and principles to form full frame.
2. Describe the digital editing after camera process.
3. Identify problem-solving light equipment and client objectives.
4. Demonstrate the ability to visualize aesthetics and styles on the perspective of various light strobes.
5. Demonstrate the ability to use advance editing techniques on Adobe Light room

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Revising their basic photography					1
2	Photography in black and white and monochrome					1
3	Impacts of light <ul style="list-style-type: none">• Controlling light• Outdoor Light formation				Low and high tones	1,2
4	Portrait Photography	<ul style="list-style-type: none">• use of studio light• Catch lights			Use of	3

	Light Reflector	<ul style="list-style-type: none"> • split lights • Rembrandt light • loop light 			Affected/ dramatically lights on portrait	
5	HDR Toning <ul style="list-style-type: none"> • Effect of HDR on picture • use of PS in HDR 	Create your own HDR				3
6	Introduction to Adobe Light room Basics of Adobe Light room	Effective techniques for image's exposure				5
7	Raw editing techniques	Use of different poses in one picture.				4,5
8	Editing Techniques	Class discussion and practice on editing. -Creating concept while editing.				5
9	Midterm					
10	Tools of Light room	Exploring Image Levels, Curves, Exposure, Color Tone, White Balance				5
11	Difference between image file formats Solving problems with raw image.	Change light of subject with raw editing.			-Impact of raw file on picture - introduction of camera raw -correction of colors	3,5
12	-Color exposure <ul style="list-style-type: none"> • -Discussion about projects 	Change light of subject with raw editing			correction of colors -frame - saturation	2,4

					-contrast – exposure correction	
13	Double Exposure <ul style="list-style-type: none"> • Conceptually manipulate different images. • use of raw files • color correction • Impact with self portrait 	Create your own double expose image				2,3
14	Long Exposure <ul style="list-style-type: none"> • Light recording • light paintings 	Low light photography.				3
15	Color exposure <ul style="list-style-type: none"> • Correction of colors • Frame -saturation Contrast Exposure correction				Discussion about projects	3
16	Change light of subject with rawediting	Adobe Light room Practical	Class editing quiz			2
17	Adobe Light room Effects <ul style="list-style-type: none"> • Correction of colors • Frame • Saturation • Contrast • Exposure correction 					2,5
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Boeriis, M. (2022). Towards a grammar of manipulated photographs: the social semiotics of digital photo manipulation. In *Truthfulness and Truth Claims Across Media*. Palgrave Macmillan.
- Kelby, S. (2020). *The digital photography book* (Vol. 1). Rocky Nook, Inc..
- Lehmuskallio, A., Häkkinen, J., & Seppänen, J. (2019). Photorealistic computer-generated images are difficult to distinguish from digital photographs: a case study with professional photographers and photo-editors. *Visual communication*, 18(4), 427-451.
- Manovich, L. (1995). The paradoxes of digital photography. *Photography after photography*, 58-66.
- Safori, A. O., & Ananbeh, A. A. (2023). The Photo Manipulation from the perspective of the Photographers: Evidence from Jordan. *Humanities and Social Sciences Series*, 38(2).
- Sharma, J., & Sharma, R. (2017). Analysis of key photo manipulation cases and their impact on photography. *The IISU-JOA Journal of Arts*, 88-99.
- Van Dijck, J. (2008). Digital photography: Communication, identity, memory. *Visual communication*, 7(1), 57-76.

Course Profile

Course Information:

Couse Code: MEC 4708

Course Title: Advanced Cinematography

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To provide an understanding for complex lighting configurations to achieve specific moods, atmospheres, and visual aesthetics.
2. Illustrate the methodological steps involved in creating a digital composition
3. To equip students with the understanding of advanced color grading techniques to enhance the overall visual mood and style of a film.
4. To equip students with the technical proficiency in operating advanced camera systems, equipment, and accessories.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Develop an understanding for the digital storytelling by formulate a script for movies, videos, music videos to illustrate cinematographic techniques are applied
2. Create a workable proposal for creating movies, videos, and music videos
3. Illustrate an understanding of the importance of camera placements and employ lighting setups to tell a story or set a mood

4. Demonstrate the use of adobe after effects software
5. Differentiate between video editing effects and compositing

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Advanced Camera Setting Techniques <ol style="list-style-type: none"> 1. Aperture – The first basic camera setting 2. Shutter Speed – An essential photography setting to capture motion 3. ISO – A key setting on camera 4. The exposure compensation camera wheel 5. White Balance and Color Temperature 					1
2	Advanced Camera Setting Techniques <ol style="list-style-type: none"> 1. Camera Shot Framing Techniques 2. Rule of Third (180/30 Degree Rule) 3. Frame Rates 4. Aspect Ratio for cinema, mainstream media and social media 	Choose three distinct emotions or feelings, such as tension, joy, and isolation. Map out how you can visually convey these emotions through camera movement.				1,2
3	Technicalities to camera handling <ol style="list-style-type: none"> 1. Mirror and mirrorless cameras 2. Camera functions 3. Sensors (Full Frame and Crop Frame) 					2
4	Camera Placement and Movement; A way to best shoot an object. <ol style="list-style-type: none"> 1. Types of shots 2. Types of angles 3. Camera Movement 4. Objective and subjective camera work 5. First-person view 6. Point of view 7. Third-person view 8. Analyzing Vertigo (Round) 	how camera angles and movement contribute to the mood				2

5	Removing and applying shadows: Lighting techniques for video Production <ol style="list-style-type: none"> 1. Three-Point Lighting 2. The Key Light 3. The Fill Light 4. The Back Light 5. Practical Lighting Applications 			How they contributed to the mood and atmosphere		3
6	Removing and applying shadows: Lighting techniques for video Production Lighting Analysis <ol style="list-style-type: none"> 1. Visual Intensity 2. Contrast and Affinity 3. Contrast in Color 4. Storytelling with Lighting 	Film 3 scenario using your lighting setups and camera techniques				3
7	How does Light Help Tell a Story? Class Activity	design a lighting setup Experiment with various types of lighting (soft, hard, diffused)				2,3
8	Lighting Kit use for Cinematic Shots <ol style="list-style-type: none"> 1. Warm Light 2. Cool Light 3. Kino Light 4. Arri Light 5. Dido Light 	Midterm project				3
9	Midterm					
10	Analysis of filming techniques <ol style="list-style-type: none"> 1. Comparison of production techniques 2. Traditional aesthetics and composition 3. Digital aesthetics and film literacy 					3,5
11	Crane (Gimbal), Setup and Balancing Techniques <ol style="list-style-type: none"> 1. How do you balance a crane? 2. 3 Point Calibration 3. Best location for leveling a crane. 4. Do and Don'ts for crane operator. 	select camera movement techniques that best amplify the intended emotion				3
12	Slider(Track) and its functions in video shooting <ol style="list-style-type: none"> 1. How do you setup a slider? 2. How to include tracks for quality video shots 3. Create dynamic time-lapse movies with DSLR 					2,3

	4. How to make a sliders for low-budget filmmakers and videographers?					
13	Drone filming; A dynamic type of aerial filming <ol style="list-style-type: none"> 1. Compass Calibration 2. Drone Photography & Drone Filming 3. Filming in small or confined spaces 4. Mistakes which should not make when using a drone 					2,3
14	Advance editing techniques using Adobe Premiere Software <ol style="list-style-type: none"> 1. Understand Grammar of Film/Video editing 2. Learn types of cuts 3. Edit pace and styles 4. Making sequences 					4,5
15	Color Grading and Exporting <ol style="list-style-type: none"> 1. Sound editing, treatments, mix and mastering 2. Color correction and grading 3. Multi camera sequence mode 4. Rendering 5. Exporting project files 	apply color grading that enhances the intended mood				4
16	Motion Graphics; Creating and Moving Graphics in time and space <ol style="list-style-type: none"> 1. 3d camera movement 2. Typography 3. Text warp animation 4. Title styles and effects 5. Motion tracking 					4,5
17	Final Term Project Students are instructed to make one of the following: <ol style="list-style-type: none"> 1. Short Film 2. Documentary 3. Music Video 4. News Package 	Duration: 5 to 7 Minutes Format: MP4 Software requirements: Adobe Premiere Pro or any other editing software Project Level: individual or Group of 4 members				1,2,3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Brown, B. (2016). Cinematography Theory and Practice: Imagemaking for Cinematographers & Directors. Routledge.
- Büchi, R. (2022). How to buy and fly a quadcopter drone: a small guide and flight school. BoD–Books on Demand.
- Dancyger, K. (2018). The technique of film and video editing: history, theory, and practice. Routledge.
- Laszlo, A., & Quicke, A. (2013). Every frame a Rembrandt: art and practice of cinematography. Routledge.
- Steinheimer, A. (2020). Shaping Light for Video in the Age of LEDs: A Practical Guide to the Art and Craft of Lighting. Routledge.
- Stump, D. (2021). Digital cinematography: fundamentals, tools, techniques, and workflows. Routledge.

Graphic Art

Course Profile

Course Information:

Course Code: MEC 4901

Course Title: **Basic Design**

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Provide an understanding of design elements along with their types and significance.
2. Exhibit a thoughtful application of the elements of visual design to successfully communicate different ideas and concepts.
3. Introduce the terminology necessary to communicate the concepts in the field of graphic design.
4. Familiarize students with the color theory and its application.
5. Make students understand how to manipulate space to communicate specific objectives.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Identify and explain fundamental design elements such as line, shape, form, color, texture, and space.
2. Analyze real-world examples of design and identify how specific elements contribute to the overall message.
3. Teach essential design terminology, such as balance, contrast, alignment, hierarchy, proportion and psychology of color and its impact on emotions and perceptions.
4. Practice using spatial techniques like perspective, scale, and depth to create visual interest and convey specific messages. Utilizing text and image in layout and composition

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to the course Elements of Design and their importance in composing a balanced Design	Activity: Name composition			-Introduction to Line	1
2	Types of Lines and their significance	Composing different types of lines			-Gesture lines -Contour lines -Line as value	1,2
3	-Quality of Line -Characteristics of line	Composing different types of lines				1,2
4	Color Theory	Color wheel			Classification of colors -Color scales -Color temperature	4
5	Shape & Form	Composing and Balancing different shapes	Quiz 1		- Basic Shapes - Types & Meanings of Shapes	1,2

6	Transformation of Shapes Usability of shapes	Transformation of Shapes from complex shapes to simple shapes			Discussion on the formation of graphical forms	1,2
7	Color Significance	Idea development and execution plan of midterm Project			Discussion on different mediums for midterm project	3
8	Color Schemes			Presentatio n on midterm project		1,3
9	Midterm					
10	Textures -Types of texture	Activity: Record textures and compose them in an aesthetically pleasing manner			How to compose textures	1,2,3
11	Space -Types of Space -Function of Space in Design	Activity: how to use space effectively			-positive space -negative space	3,4
12	Introduction to text in design	Assignment on using text in a layout/design			Art of type	4
13	Using image in design	Assignment on using image in a layout/design			Simplification of image for manual design	4
14	Illusions on 2D surface	Creating illusions	Quiz 2		-How to create illusion	3,4

					-Perspective in illusion -Movement in illusion	
15	Combining illusions with Different objects/themes	Composing selected illusions with any object			Idea Development, Medium & process for final term project	3,4
16	Grid Design	Working on final term project		Presentatio n on midterm project		3,4
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

1. Caldwell, C. (2019). *Graphic Design for Everyone*. Penguin Random House.
2. Landa, R. (2018). *Graphic design solutions*. Cengage Learning.
3. Poulin, R. (2018). *The Language of Graphic Design Revised and Updated: An Illustrated Handbook for Understanding Fundamental Design Principles*. United States: Rockport Publishers.
4. Dabner, D., Stewart, S., & Vickress, A. (2017). *Graphic design school: the principles and practice of graphic design*. John Wiley & Sons.
5. Sherin, A. (2012). *Design elements, Color fundamentals: A graphic style manual for understanding how color affects design*. Rockport Publishers.

Course Profile

Course Information:

Couse Code: MEC 4902

Course Title: **Graphic Design**

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Provide an understanding of two-dimensional design as a common language in art and design fields.
2. Familiarize students with the basic design principles and fundamentals in visual design.
3. Describe the creative process, techniques and methods of creative problem solving.
4. Expose the students to the topics of composition, space utilization, scale, contrast, and transformation.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Understand the processes and materials that are used in two-dimensional design.
2. Use design principles including balance, rhythm, unity, emphasis, Harmony, unity and proportion in the ideation, development, and production of visual messages.
3. Understand how to convey message through visual communication.
4. Understand the importance of visual hierarchy.
5. Come up with creative graphic design outcomes from visual vocabulary used in the design process.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to the course	Design on 2D surface (with given specifications)			Importance of Principles of design	1
2	-Principles of Design -Balance	Creating designs by using alphabets			Design with Type	1,2

	-Types of Balance -Creating balance in a composition	(Implementation of balance principle)				
3	Graphic Design -Image based communication -Text based communication -Emphasis	Assignment on Image &text-based communication (Ad/ Quotes)		Presentation on assigned topic	-How to communicate through -Importance of emphasis in a design -Creating emphasis in design visuals?	2,3
4	-Principles of Design -Rhythm -Types of Rhythm		Quiz			2,3,5
5-6	Visual Vocabulary	Visual representation of different design terms & Concepts			<ul style="list-style-type: none"> ▪ Contrast ▪ Alternating Rhythm ▪ Emphasis ▪ Symmetry ▪ Asymmetry ▪ Crystallographic ▪ Minimalism ▪ Radial Balance ▪ Flowing Rhythm Invariance 	2,5
7	-Principles of Design -Contrast				Types of repeats	2

8	-Principles of Design -Proportion	Idea development and process of Midterm Project			Creating mood boards	1,2,3
9	Midterm					
10	-Principles of Design -Unity	-Grid Design			-Crating Patterns in a grid	1,2
11	Expressive words in design	Expressive words			How type can lend expression to a design	3
12	Principle of Repetition	Repeating self-portraits/object/elements in an aesthetically pleasing manner			How Repetitions can make various compositions interesting?	2,3
13	Graphical Forms Importance and understanding of graphical forms	Creating graphical forms	Quiz		-Methods to create graphical forms	3
14	Theme based illustration	Creative Design on 2D surface			Methods of creating different designs on 2D surface	1,3,4
15	Panoramic panel	Using all the elements and principles of design				2,3,4,5
16	-Final Project Idea Development, Medium & process	Execution phase		Presentation		1,2,3,4,5
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks

- Quizzes
- Assignments
- Presentations
- Projects

Reference Materials:

Books

1. Samara, T. (2023). *Making and breaking the grid: A graphic design layout workshop*. Rockport Publishers.
2. Caldwell, C. (2019). *Graphic Design for Everyone*. Penguin Random House.
3. Poulin, R. (2018). *The language of graphic design revised and updated: An illustrated handbook for understanding fundamental design principles*. Rockport Publishers.
4. Dabner, D., Stewart, S., & Vickress, A. (2017). *Graphic design school: the principles and practice of graphic design*. John Wiley & Sons.
5. Harris, G. A. (2011). *The Fundamentals of Creative Design*. AVA Publishin

Course Profile

Course Information:

Code: MEC 4903

Title: **Communication Design**

Credit Hrs. :3

Pre-requisites: Nil

Course Objective:

1. Understanding of Elements & Principles of Communication Design, defining layout and typography terminology, understanding of graphics types & color theory, guidelines & techniques to make design functional and successful, exploring effective combinations of type and image to support a design concept, understanding the importance of visual hierarchy and understanding of basic promotional materials for Communication.
2. Latest Marketing trends would be explained to enhance their leadership skills for making audience adopt their business, introduce students to the foundational principles of communication design and its role in conveying messages effectively and Familiarize students with design software and tools commonly used in the industry to facilitate the creation of visual designs.
3. Encourage students to experiment with different media and platforms, such as print, web, mobile, and social media, to understand their unique design requirements and encourage students to build a portfolio of their design work to showcase their skills and growth throughout the course.

Course Learning Outcomes

At the end of the course the students will be able to:

1: Utilize industry-standard design software and tools by developing proficiency in using software like Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, or other relevant tools used in the communication design industry and demonstrate the ability to manipulate and enhance visual elements effectively within these software applications.

2: Apply principles of visual communication to create impactful designs by understanding the fundamental principles of visual communication, including composition, balance, color theory, typography, and hierarchy and utilizing these principles to create compelling visual designs for various media, such as print, digital, and multimedia platforms.

3: Differentiate between ways of communication. Understand how to choose the best medium and make a creative and interactive design, communicate on social media with this world.

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quiz	Present ation	Discussions	Mapping with CLOs
1	Course overview, Design elements and principles review		Quiz 1 (on previous knowledge)		Individual to Group	1, 2
2	Design elements and principles	Creating 5 compositions on the principles of design using basic shapes			Individual to Group	1, 2
3	Association of shape and color in an image Significance of basic, organic and abstract shapes in a visual. Color theory	-Pick one element and compose/photograph/visualize it in three different ways. -Keep in mind the shape/form/color used in your compositions with respect to the story/concept behind it. -Think before you compose what you want to represent/tell through these images.			Class activity: Study of different images and finding out the hidden meaning of shapes and color used in them.	1, 2

4	<p>Iconicity of an Image</p> <p>Semiotics, learning physical form and concept behind a visual.</p>	<p>-Keep the same element/subject you chose for the last assignment. Pick one concept and recompose/revisualize it.</p> <p>-Keep in mind the shape/form/color/iconicity used in your compositions w.r.t the story/concept behind it.</p> <p>-Think before you compose what you want to represent/tell through these images.</p>			<p>Class activity: Study of different images and finding out the physical form and concepts from them.</p>	1, 2
5	<p>Significance of text in a visual / advertisement</p>	<p>Logo fusion</p>			<p>Studying the psychology behind logos. Basic shape editing tools in Illustrator.</p>	1, 2
6	<p>Rules Of Composition</p>	<p>Ad-redesign</p>			<p>Study of basic composition rules i-e Hierarchy, contrast, emphasis, dominance, alignment, whitespace etc.</p>	1, 2
7	<p>Types Of Campaign</p>	<p>A teaser campaign</p>			<p>Studying advertising platforms, Print vs digital media, teaser campaign, launching campaign, awareness campaign.</p>	1, 2, 3

8	Advance Shape Editing Tools In Illustrator	Project continued		Project presentation	Illustrator overview, Shape builder tool, pathfinder tool, brush tool etc. Learn align panel, shape effects panel, image tracing tools. Color panel, creating custom color schemes in Illustrator.	1, 2, 3
9	Mid Term					
10	Intro To Photoshop	Studio Practice			Photoshop interface overview	1, 2
11	Non - Destructive Editing In Photoshop	Recreate a kid's drawing in Photoshop	Quiz		Practicing Tools	1, 2
12	Image Processing In Photoshop	Restoring an old photo in Photoshop			Retouching tools	1, 2
13	Gif Making In Photoshop	Create a time-lapse animation in Photoshop			Timeline settings in Photoshop, Frame by frame drawing	1, 2
14	Term Project Rebranding	Project: <ul style="list-style-type: none"> • Create a strategy for any established brand. • Give it a new name, term, symbol, design, concept or combination. • Intend to develop a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders. 			Significance of rebranding	1, 2, 3
15	Term Project Rebranding	<ul style="list-style-type: none"> • Logo • Typeface 				1, 2, 3

		<ul style="list-style-type: none"> • Color scheme • Graphics • Product Modification (optional), Product packaging and labeling • 1 Promotional Poster 				
17	Project Discussion	Progress Check		Project presentation		1, 2, 3
18	Final Term					

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks (Project Display and Jury)
- Sessional – 25 Marks
 - Class Participation/Attendance
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books:

1. Stone, T. L., Adams, S., & Morioka, N. (2008). *Color design workbook: A real world guide to using color in graphic design*. Rockport Pub.
2. Krause, J. (2014). *Color for designers: ninety-five things you need to know when choosing and using colors for layouts and illustrations*. New Riders.
3. Campbell, N. (2014). The signs and semiotics of advertising. *The Routledge companion to visual organization*, 130-145.
4. Hopkins, C. C. (1998). Scientific advertising. *Lincolnwood, IL: NTC*.
5. Pricken, M. (1919). *Creative advertising: Ideas and techniques from the worlds best campaigns*. -
6. Ries, A., & Ries, L. (1998). A Brandbook to Live By: Cogent excerpts from a new book, The 22 Immutable Laws of Branding, depicting what works and what doesn't. *BRANDWEEK-NEW YORK-*, 39, 46-69.

Course Information:

Course Code: MEC 4904

Title: Digital Illustration

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

1. **Fundamental Drawing Skills:** Develop foundational drawing skills, including line work, shading, perspective, and proportion, to create accurate and visually compelling illustrations. And to Explore a variety of illustration techniques, including traditional (e.g., pencil, ink, watercolor) and digital (e.g., vector graphics, digital painting), and become proficient in using relevant tools and software.
2. **Conceptual Thinking:** Learn to translate ideas, concepts, and stories into visual form, developing the ability to convey meaning and emotion through illustration and to understand the principles of visual composition, including Balance, Contrast, Rhythm, and Focal points, and apply them to create visually engaging illustrations.
3. **Typography Integration:** Learn how to incorporate text and typography effectively into illustrations, especially in contexts like Editorial illustrations and Graphic design. And to become proficient in using Digital illustration software and tools, enabling students to create illustrations suitable for various digital media and platforms.

Course Learning Outcomes (CLOs):

1: Mastery of Illustration Techniques: Students should develop a strong foundation in various illustration techniques, including Drawing, Painting, Digital Illustration, and Vector graphics. Students should also learn how to create visually pleasing compositions, considering elements like balance, contrast, harmony, and focal points. Depending on the course, students may gain proficiency with specific Illustration Software such as Adobe Illustrator, Adobe Photoshop, or CorelDRAW. Illustrations can break down intricate ideas into simpler components, making it easier for learners to grasp the core concepts. By presenting information visually, learners can see the relationships between different elements, leading to a deeper understanding.

2: Students should develop the ability to translate abstract ideas and concepts into visual representations. This involves critical thinking and problem-solving skills. For courses focused on narrative or sequential art, students should learn how to convey stories, emotions, and messages effectively through illustrations. Understanding the principles of color theory and how to use color effectively in illustrations is often a key outcome of illustration design courses. students may also learn how to integrate text and typography effectively into their illustrations.

3: The ability to give and receive constructive criticism is often emphasized, helping students improve their work through peer and instructor feedback. Illustration design often involves adapting to various styles and experimenting with different techniques. Students should be encouraged to explore and expand their creative boundaries. Depending on the course's focus, students may be expected to apply their illustration skills to real-world projects, such as creating illustrations for publications, advertising, or digital media. Students may also learn how to present their work effectively, whether in a Portfolio showcase, Client presentation, or Art exhibition.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Discussion	Learning outcomes
1	Introduction to Illustration	Copy to copy			2
2	History of illustration design And its prospects	Copy with difference			2
3	Difference between Cartoon design and Drawing	Cartoon design			1,2
4	Importance of Manual illustration	Stick figure drawing			2
5	Mixing of Vector and Raster images to create illustrations	Scene creation on text of story			1,3
6	Different mediums and their importance in illustrations	Shape figures			2
7	Human structuring with reference to background	Cubical Human figure formation			2
8	Image manipulation	Cover design			1,3

9	Color theory and its principles for communicating emotions	Case study			2
10	Mid Term	Project Submission & Jury			
11	Story board development, Idea development and Concept building	Storyboard of visual biography			1,2
12	Character building	Desi character design			1,3
13	How to create water color effect digitally	How to develop copy for design			1,3
14	Caricature design	Activity book			1,3
15	Composition of illustration with typography	Create emoticons			1,2
16	Thumbnails and concept building for final project				1,3
17	Presentation skills	Organizing skills for Portfolio showcase, Client presentation and Art exhibition			2,3
18	Final Term	Project Submission & Jury			1,2,3

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Attendance – 5 Marks
- Session – 20 Marks
 - Assignments
 - Presentations
 - Projects
 - Equipment: Multimedia

Software: Adobe Photoshop CS5, CS6, illustrator

References:

- Rees, D. (2014). *How to be an illustrator*. Laurence King Publishing.
- Heller, S., & Fernandes, T. (1995). *The business of illustration*. Watson-Guptill.
- Blake, Q. (2013). *Words and pictures*. Tate Publishing.
- Mateu-Mestre, M. (2015). *Framed ink drawing and composition for visual storytellers*. Designstudio Press.
- Holmes, M. T. (2016). *Designing creatures & characters: How to build an artist's portfolio for video games, film, animation, and more*. Cincinnati, OH: Impact Books.

Course Information:

Code: MEC 4905

Title: **Typography**

Credit Hrs: **03**

Pre-requisites: **Nil**

Course Objectives:

This course is designed to meet the below objectives:

1. Develop the skills necessary to construct typographic layouts that effectively serve functional purposes, facilitating clear and coherent communication through the strategic arrangement of text elements, to acquire a foundational understanding of composition principles, enabling the creation of visually harmonious and engaging designs that capture attention and communicate effectively.
2. Discriminate between serif and sans serif typefaces, comprehending their distinct characteristics and their implications on design aesthetics and readability. To Demonstrate proficiency in

applying typography across diverse mediums such as web layouts and magazines, adapting design approaches to suit specific contexts while maintaining visual impact.

3. To develop the ability to use typography to construct compelling visual narratives that evoke emotions, convey messages, and enhance user engagement.

Course Learning Outcomes (CLOs):

Upon successful completion of the course, students will be able to:

1. Create typographic layouts that effectively organize textual content, utilizing hierarchy and arrangement to optimize readability and visual impact and to apply foundational composition principles to design layouts that exhibit balance, rhythm, and visual coherence, contributing to the overall effectiveness of the design. And to innovate with expressive typographic techniques to convey emotions, ideas, and concepts in unconventional and engaging ways, demonstrating a versatile design approach.
2. Differentiate between serif and sans serif typefaces, making informed design decisions based on their respective attributes, and understanding how these choices affect design outcomes and Implement typography in various mediums such as web interfaces and print materials, adapting design strategies to meet the requirements and constraints of each medium, to demonstrate precision in adjusting leading, kerning, and tracking, showcasing meticulous attention to detail in optimizing typographic elements for visual appeal and readability.
3. Employ typography to construct narratives that convey messages, emotions, and concepts effectively, enhancing the user's engagement and understanding of the content. To Incorporate typography best practices, including legibility, spacing, and alignment, to create designs that are both visually appealing and functionally effective, Select and utilize different typefaces appropriately based on their historical contexts, stylistic attributes, and suitability for specific design intents.

Weekly Distribution of Course Contents:

Week #	Topics	Status/Remarks	Problem Set/Assignments	Quiz	Presentations	Discussions	Mapping with Course Learning Outcomes

1	Introduction to Typography		Task: Select Typeface, Research its Creator and Font Family			Course Overview Typography in Design Brief Graphic Design History	2,8
2	Typeface Study and Assignment		Research-based Report on Chosen Typeface			Discuss Selected Typeface and Creator. Complete Font Family Research	2,3,8
3	Typeface vs. Fonts and Assignment		Title and Paragraph in 8 Typeface Combinations			Understanding Typeface vs. Font Differences: Serif, Sans-serif, Decorative, Script Fonts	3,4
4	Type Anatomy		Study Ascender, Descender, Bowl, Counter, x-height, cap-height of any chosen typeface			Detailed Study of Type Anatomy	4,5,6
5	Typographic Hierarchy and Assignment		Design Text-based Ad with Composition Rules			Rules for Typographic Composition Line Spacing, Size Contrast, Color Position, Text Alignments	4,5,6,7
6	Grid System and Magazine Columns		Recreate a 1-page Magazine Article with Hierarchy			Magazine Column Creation and Layout Grid Design for Various Layouts Drop Caps and Typography Tools	6,7,10

7	Significance of Text and Typography in Visuals		Design Poster for Chosen Typeface as Product			Importance of Text in Visual Communication Composition Rules and Psychology behind Logos	7,8,9,10
8	Calligram and Self-Explanatory Type		Design Visually Self-Explanatory Word Pairs			Creating Word Compositions Mimicking Meaning Tools: Pathfinder, Shape Effects, Wrinkle, Width, Envelope Distort	8,5,9
9	Mid Term						
10	Basic Typographic Composition		Design a Typographic Composition			Type Composition Basics and Techniques Converting to Outlines, Positive Shape, Negative Space Tools: Area type, Mesh, Envelope, Warp	7,8,9,10
11	Typographic Portrait		Design a Typographic Portrait			Portrait Drawing with Typography Adding Forms with Text	8,9
12	Continuing Typographic Portrait		Continue Designing Typographic Portrait			Further Exploration of Typographic Portrait Techniques	8,9
13	Layout Design and Text Manipulation		Design a Book Cover with Emphasized Title			Text Effects and Manipulation Techniques	1,2,10

						Using Type in Posters and Book Covers Combining Image and Text for Enhanced Composition	
14	Vernacular Type and Collage		Creating a Collage Incorporating Found Type			Discovering Letters in the Environment	4,7,8
15	Term Project - Typeface Design Concept		Finalize Concept for Typeface Design			Developing a Concept for Typeface Design	2,4,7,8,9
16	Term Project - Type Design Techniques		Sketching Typefaces based on Selected Theme			Creating Grid for Typeface Design Making Brushes and Choosing Color Schemes	2,4,7,8,9
17	Term Project Submission		Submitting Final Term Project - Designed Typeface and Application				2,4,7,8,9
18	Final Project Display						

Grading Model:

- Mid-Term – 30 Marks
- Final Term – 50 Marks
- Class Participation – 5 Marks
- Sessional – 15 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Malamed, C. (2011). *Visual Language for Designers: Principles for Creating Graphics that People Understand*. Rockport Publishers.
 - Gatto, J. A., Porter, A. W., & Selleck, J. (2000). *Exploring visual design: The elements and principles*. Davis Publications.
 - Hornung, D. (2004). *Colour: A workshop for Artists and Designers*. Laurence: Laurence King Pub.
 - Joseph A. Gatto, Albert W. Poerter, Jack Selleck. (1999). *Exploring Visual Design: The Elements and Principles*. Davis Pubns.
 - Hauffe, T. (1998). *Design*. Laurence King Publishing.
- Web URL's
- <http://blog.teachbook.com.au/index.php/computer-science/graphic-design/typography-101/>
 - <http://www.dafont.com/>
 - <https://unsplash.com/>
 - Thinkingthtype.com

Course Profile

Course Information:

Code: MEC 4906

Title: **Campaign Development**

Credit Hrs.3

Pre-requisites: Nil

Course Objective:

The objectives of the course focus to:

1. Develop an understanding of the importance of visual communication to communicate various messages to public, and to develop creative and innovative campaign concepts, incorporating visual elements to capture the attention of the target audience.
2. Make students analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
3. Cultivate creative thinking and problem-solving skills to conceptualize innovative and impactful campaign ideas on the basis of client briefs.

Course Outcomes

At the end of this course students will be able to:

1. Understand the significance of the visual communication along with market trends to communicate the message effectively to the audience, and to Integrate design process to manipulate image and content through professional design methods.
2. Explore the effective combinations of visuals and type based on design research to support a design concept and how to apply graphic design principles in the ideation, development, and production of advertising campaigns.
3. Set clear and measurable campaign objectives that align with organizational goals and address specific marketing challenges and how to Identify problem-solving requirements and client objectives.

Weekly Distribution of course contents:

Wee k #	Topics	Status/ Remar ks	Problem Set/ Assignments	Quiz zes	Pres entat ions	Discussions	Course Learning Outcomes
1	Introduction to the course -Importance of Campaign Design -Discussion on advertising campaigns		Replicate an existing campaign			Visual communication -Significance of visual communication -Defining Design and Trends	1

2	<p>Graphic Design Process</p> <ul style="list-style-type: none"> • Define • Inspiration- Research-Brain storming • Structure • Design • Build &Test • Launch <p>Working on professional campaign</p>		<p>Topic selection for campaign</p>			<p>Inspiration, Research and Brain Storming phase</p>	1,2
3	<p>Client brief-an understanding along with practical exercise</p>		<p>Class activity: Writing of client brief</p>		<p>Prese ntati on:1</p>	<p>Design brief -Client requirements -Client specification -Technical Requirements -Extracting idea for execution</p>	1,2
4	<p>Understanding of basic promotional materials (Branding)</p> <p>-Principles Of Effective Logo Design -In-depth information on the establishing of the brand identity</p>		<p>-Home Assignment: Completion of inspiration & research phase. -Logo Design</p>			<p>Research development for the project brainstorming phase</p>	1,2

	and its impact on the target market						
5	- Standard sizes of Stationary items -Setting Up Crops and Bleed Design Size Requirements The Safe Design Area		Stationary Design				3
6	Advertising appeals						3
7	Print Ads		Designing Ads for newspaper & Magazines				2,3
8	Poster Design Different types of posters		Poster Designing				2,3
9	Poster display Different types of compositions		Poster display				3,4
10	MidTerm		Project Submission and Presentation				2,3
11	Creating an effective Brochure		Brochure Design				3,4
12	Understanding of brochure Purpose, Planning, Layout, size & format, & back panel along with examples						2,3
13	Calendar Design		Tabletop Calendar Design	Quiz			1,2,3

14	Billboard Design		Designing Billboards		Prese ntati on:2	Important factors to consider when designing a billboard	1,2,3
15	Designing Social Media Posts						3
16	Design and usability of Giveaways		Designing giveaways				3
17	Display and portfolio management		Presentation				3
18	Final Term		Project Submission				1,2,3,

Grading Model:

- Mid-Term – 25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Landa, R. (2021). Advertising by design: generating and designing creative ideas across media. John Wiley & Sons.
- Landa, R. (2018). Graphic design solutions. Cengage Learning.
- Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2014). *Advertising: Principles and practice*. Pearson Australia.
- Herriot, L. (2009). 1000 Restaurant Bar & Cafe Graphics. Rockport Publishers.

- Chase, M., Hughes, R., Miriello, R., & White, A. W. (2008). Really Good Logos Explained: Top Design Professionals Critique 500 Logos and Explain What Makes Them Work. Rockport Publishers.

Web URL's

<http://www.noupe.com/design/45-free-lessons-in-graphic-design-theory.html>

<http://blog.teachbook.com.au/index.php/computer-science/graphic-design/typography-101/>

<http://ilovetypography.com/>

http://graphicdesign.about.com/od/graphicdesignbasics/u/design_basics.htm#s3

<http://www.dafont.com/>

Course Profile

Course Information:

Course Code: MEC 4907

Course Title: **User Interface Design**

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To introduce design and analysis methods for UI design. Relevant perceptual psychology is introduced, and guidelines for user interface design are derived.
2. To design methods are discussed.
3. Analysis of interfaces by experimentation on humans is described.
4. The subject includes large practical projects in which students will be designing user interfaces.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Gain an understanding of the critical importance of user interface design and gather useful information about users and activities through asking, looking, learning, and trying.
2. Learn to give and accept critiques of design ideas in a constructive manner and understand the differences between usability and user experience.
3. Learn industry-standard methods for how to approach the design of a user interface and key theories and frameworks that underlie the design of most interfaces you use today.
4. Illustrate the benefits of good design and how the costs of bad design can often be severe (in user experience, money, and even human lives).

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Digital literacy – Mind Mapping Techniques	Lecture/Studio practice			Introduction to the course (What is User Interface Design? How it works? Applications in Market)	1
2	User Interface Design Essentials	Lecture			User Interface Design Fundamentals (Minimalistic Approach)	1
3	Menu Dialog Style	Studio practice/Assignment			When is a Menu Dialog style appropriate? (Types and Guidelines)	2
4	Fill-in Forms Interface	Lecture/Assignment			Dialog Styles: Question & Answer What is a Question-and-answer interface? When is a Question-and-Answer Dialog style appropriate?	2

5	Design Methods (Introduction)	Studio practice			Reconciling Four Different Models	1
6	Over of the methodology -Phase I: Scoping -Phase II: Functional Specification	Lecture/Studio practice			Golden Rules of User Interface Design	1,2
7	Over of the methodology -Phase III: Design -Phase IV: Development	Lecture/Studio practice				1,2
8	Over of the methodology -Phase V: Testing/Implementation	Project				1,2
9	Midterm					
10	Application Design	Lecture/Studio practice				3
11	UI Patterns for Apps	Lecture	quiz			3,4
12	UI Patterns for Desktop Apps	Lecture/Studio practice				3,4
13	Desktop Apps Guidelines	Lecture/Individual				4
14	Web Interfaces Responsive	Individual				3,4
15	Design and Grid Design	Individual				4
16	Web Responsive Design	Lecture/Studio practice				4
17	Final Project			Presentation	viva	1,2,3,4

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

1. Yu, C. Y. (2022). Ecological Information Interface Design, System Usability, and User Experience. In *9th International Conference on Kansei Engineering and Emotion Research. KEER2022. Proceedings* (pp. 231-238).
2. Kuchta, D., Grobelny, J., Michalski, R., & Schneider, J. (2023, July). Perception of the Fuzzy Number Indeterminacy Change in Vector and Triangle Representations–Implications for Graphical User Interface Design. In *International Conference on Human-Computer Interaction* (pp. 542-554). Cham: Springer Nature Switzerland.
3. Neil, T. (2014). *Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps* (2nd ed.). O'Reilly Media.
4. Fling, B. (2009). *Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps*. O'Reilly Media.
5. Moore, R. (2012). *UI Design with Adobe Illustrator: Discover the ease and power of using Illustrator to design Web sites and apps*. Adobe Press.
6. Anderson, J., McRee, J., Wilson, R., & T. (2010). *Effective UI: The Art of Building Great User Experience in Software* (1st ed.). Canada: O'Reilly Media.
7. Bowman, D., Kruijff, E., LaViola, J. J., Jr., & Poupyrev, I. P. (2004). *3D User Interfaces: Theory and Practice*, Course Smarte Textbook. Addison-Wesley.
8. Galitz, W. (2007). *The essential guide to user interface design*. Indianapolis, IN: Wiley Pub.
9. Stone, D., Jarett, C., Woodroffe, M., & Minocha, S. (2005). *User Interface Design and Evaluation*. Morgan Kaufman.
10. Narayanan, A., Mathur, A., Chetty, M., & Kshirsagar, M. (2020). Dark Patterns: Past, Present, and Future: The evolution of tricky user interfaces. *Queue*, 18(2), 67-92.

11. Nawrocki, W., Ayers, E. W., & Ebner, G. (2023). An Extensible User Interface for Lean 4. In *14th International Conference on Interactive Theorem Proving (ITP 2023)*. Schloss Dagstuhl-Leibniz-Zentrum für Informatik.

Web URL's

1. Cuello, J., & Vittone, J. (2013). *Designing Mobile Apps* (1st ed.).
doi:www.appdesignbook.com

INTERDISCIPLINARY COURSES:

Course Profile

Course Information:

Course Code: IND 4203

Course Title: Introduction to International Relations

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. Demonstrate comprehension of theories of international relations including realism, idealism, liberalism, neorealism, integration, interdependence, dependency, world system and regime;
2. Tell exact locations of major countries on the world map and explain what problems those countries are facing;
3. Demonstrate understanding of the causes and processes of modern international issues;
4. Differentiate the concept of internationalization from that of globalization;
5. Demonstrate critical thinking skills through research paper writing and discussion.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. To understand and develop the vision of the historical perspective of Pakistan w.r.t. Two Nation Theory and freedom struggle.
2. To cognize the form of government and politics as well as the process of governance, national development, issues arising in the modern age and posing challenges to contemporary Pakistan.
3. To familiarize themselves with the history of important national, transnational and international issues so that they will be able to critically analyze the policy options available to Pakistan in domestic and international environment keeping in mind the internal and external security dimensions.
4. To develop of literacy and essential study skills and they will be able to select, organize and analyze information and construct a logical argument.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to the course, description, objectives, and evaluation processes. Introduction to the Subject of International Relations (IR)	Briefing about Assignment 1	-	-	Group discussion and	1 & 2
2	IR- Development, Nature, and Scope	Briefing about Assignment 2	-	Presentation on Assignment 1	Group discussion on class lecture	1 & 2
3	Decline of Colonial Rule and Emergence of Nationalism and Sovereign State System		-Quiz 1	-	Brain storming- Class discussion on lecture	1 & 2
4	The Era of Cold War: Characteristics, Contributions and Implications		-	- Presentation on Assignment 2		1,2,3
5	Cold War Strategies of superpowers	Briefing about Assignment 3	- Quiz 2-			1,2,3

6	The Concept of National Power: Elements and Factors affecting Balance of Power	Class Activity about 23 rd March		Presentation on Assignment 3		1,2,3
7	Foreign Policy: Managing Relations Among States		Quiz 3	-		1,2,3
8	Diplomacy As an Instrument of Foreign Policy and Statecraft					1,2,3
9	Midterm					
10	Theoretical Approaches to International Relations	Briefing about Assignment 4			Review of mid-term papers	1,2,3,4
11	International Security: Managing and Controlling Conflicts; Law of Use of Force and Intervention Disarmament and Arms Control		Quiz-4		Group discussion on class lecture and	1,2,3,4
12	Role of International Law in Governing Relations Among Nations	Class activity		Presentation on Assignment 4-	Group discussion on class activity	1,2,3,4
13	Factors of Globalization of International Relations: Economic, Technology, Human Rights, and Terrorism.	Briefing about Assignment 5 Class Activity about 1 st May..	-- Quiz 5	-	Group discussion on class lecture	1,2,3,4
14	Role of International Organizations in International Relations	-		Presentation on Assignment 5	Group discussion on class lecture	1,2,3,4
15	New World Order. Wave of Terrorism: Causes, dimensions, Objectives and Implications		-Quiz 6		Group discussion	1,2,3,4
16	Warfare: Theory and Types of War		-		Group discussion	1,2,3,4
17	Revision					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Clemens, W. C., & Davis, J. P. (2003). *Accompany Dynamics of International Relations*. Rowman & Littlefield.
- Arnett, J. J. (2016). *The neglected 95%: why American psychology needs to become less American*.
- McDermott, R. (2004). *Political psychology in international relations*. University of Michigan Press.
- Mitchell, J. M. (2015). *International cultural relations*. Routledge.

Web URL's

- <http://www.nd.edu/~dlindley/govt241/govt241maincoursepage.html>
- <http://www.nytimes.com/>
- <http://www.washingtonpost.com/>
- <http://www.nd.edu/~dlindley/>
- <http://www.economist.com/>
- <http://www.worldnews.com/>
- <http://www.cfc.dnd.ca/spotlight.en.html>
- <http://www.sais-jhu.edu/cse/links.html>

Course Profile

Course Information:

Course Code: IND 4204

Course Title: National & International Affairs

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To give an understanding of how to become a productive part of the global community: Globalization is a reality! There is no choice but to be part of the world rather than stand alone. It's more important now to "connect the dots in what's becoming a very small world."
2. To enhance students' cognitive ability to build informed opinions: Gaining knowledge in world affairs / events allows students to decide where they fall on key issues impacting your city, region and country. It also provides students the ability to influence public policy in a meaningful and thoughtful way.
3. To spark engaging discussion: It would help mass communication students to engage in healthy debates or discussions with friends, colleagues and community groups to increase their knowledge (and yours) about issues like poverty, hunger, war and conflict, foreign policy and the world economy etc.. Growing awareness is often built on these types of conversations!
4. To enhance Mass Communication students' employment opportunities: Competition from professionals in the media market place is growing. It's increasingly vital to set yourself apart from your peers by displaying a broad understanding of national & International events.
5. To learn about cultures outside of their own: Being media professional you will likely to find people from many different countries in your home, school or work places also with the influx of immigrants into the various parts of the world. By keeping up-to-date with national & International events, students have the opportunity to change their views on cultural stereotypes (if any) and learn about what's happening and what matters to the international communities in their respective towns and cities.
6. To prepare for travel: Being informed about any town/city/country before a visit can decrease unexpected "surprises" and travel mishaps (i.e. basic safety procedures.) In addition, keeping up with the news also allows students to get to know the country, people and cultures that students will encounter during your travels abroad.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Understand and develop the vision of the perspective of Pakistan
2. Understand policy formulation process, process of governance, national development, issues arising in the modern age and posing challenges to contemporary Pakistan.
3. Familiarize with the important national, transnational and international issues and can be able to critically analyze the policy options available to Pakistan in domestic and international environment keeping in mind the internal and external security dimensions.
4. To develop of literacy and essential study skills which will enabled them to select, organize and analyze information and construct a logical argument about National and International affairs.

Weekly Distribution of Course Contents:

We ek #	Topics	Problem Set/ Assignments	Quizzes	Presentati ons	Discussions	Mapping with CLOs

1	<p>Introduction to the course, description, objectives, evaluation processes.</p> <p><u>National Affairs</u></p> <ul style="list-style-type: none"> • An overview of National and International Affairs 				Student-Centered / Constructivist Approach	1
2	<p><u>Understanding of national and international affairs</u></p> <p><u>Understanding of social problems and Policymaking process</u></p> <ul style="list-style-type: none"> • Introduction to national and international policies (MDGS and SDGS) • What is policy and policymaking process 	Assignment 1			Lecture /Discussion Centered	2
3	<ul style="list-style-type: none"> • What are the steps involving in policy making-process? • An overview of pre & post-independence history of Pakistan. <p>Active policy and Passive policy</p> <p>Media and agenda setting (Zainab act)</p>					2
4	<ul style="list-style-type: none"> • Understanding of Asia Region With Map • All six regions in Asia 					
5	3. Foreign policy of Developing and Developed Countries					3

	<ul style="list-style-type: none"> • What is foreign policy • Definition of Foreign policy • Different author understanding 					
6	<ul style="list-style-type: none"> • Challenges of foreign policy • Implementation of foreign policy 					3
7	Objectives of Foreign Policy of Pakistan					3
8	What is government? Different forms of government					
9	Midterm					
10	<ul style="list-style-type: none"> • Different tiers of government • Parliamentary form of Government 	Assignment 2				4
11	<ul style="list-style-type: none"> • Organs of the Government • National Action plan 					4
12	Terrorism in Pakistan <ul style="list-style-type: none"> • Terrorism as Strategy 					3,4
13	<ul style="list-style-type: none"> • Some Strategic Objectives of Terrorism 					3,4
14	One Belt One Road And CPEC					3,4
15	Eight-points diplomatic philosophy of China					3,4
16	Presentations					
17	Revision					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments

- Presentations
- Projects

Reference Materials:

Books

- Mintz, Alex, and Karl DeRouen Jr. *Understanding foreign policy decision making*. Cambridge University Press, 2010.
- Choi, Jong Kun, and Chung-in Moon. "Understanding Northeast Asian regional dynamics: inventory checking and new discourses on power, interest, and identity." *International Relations of the Asia-Pacific* 10, no. 2 (2010): 343-372.
- Mill, John Stuart. "Representative government." In *Democracy: A Reader*, pp. 58-66. Columbia University Press, 2016
- Zia, Munir Ahmad, Rana Zamin Abbas, and Noman Arshed. "Money laundering and terror financing: issues and challenges in Pakistan." *Journal of Money Laundering Control* 25, no. 1 (2022): 181-194
- Afzal, Madiha. "At all costs': How Pakistan and China control the narrative on the China-Pakistan economic corridor." *The Brookings Institution report* 4, no. 2 (2020): 1-10.
- Mitchell, J. M. (2015). *International cultural relations*. Routledge.

Course Profile

Course Information:

Couse Code: GER-1504

Course Title: **Sociology**

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To enable students to understand and become familiar with core sociological thinkers, sociological theories, and concepts.
2. To inculcate a sense of sociological consciousness in the students so that they can apply the concepts to Pakistan as well as the rest of the world.
3. To familiarize students with the principles of sociological research and appreciate it as a Science.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. By the end of the course, students will be able to define and differentiate fundamental sociological concepts such as socialization, norms, deviance, and social stratification.

2. Students will demonstrate the ability to apply major sociological theories (e.g., functionalism, conflict theory, symbolic interactionism) to analyze real-world social phenomena, such as education systems or urbanization.
3. Upon completion, students will possess the skills to design and execute a small-scale sociological research project, including selecting appropriate methods, collecting data, and interpreting findings.
4. At the end of the course, students will critically evaluate contemporary social issues like gender inequality or racial discrimination from multiple sociological perspectives, considering both individual and structural factors.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction Definition: What is Sociology? Scope, Purpose, and Subject Matter Historical Background and the Development of Sociology					1
2	Major Sociological Perspectives Evolutionary Perspective Functionalist Perspective Conflict Perspective Interactionist Perspective Sociological Approach and Comparison of the Perspectives					2,3
3	Sociology as a Science: Using the Scientific Method Defining the Problem Reviewing the Literature Formulating the Hypothesis Choosing a Research Design Collecting and Analyzing Data Developing the Conclusion Sociological Research Methodologies Qualitative and Quantitative					1,3

	<p>Explanatory, Exploratory, Descriptive and Co-relational Research types</p> <p>Research Methods</p> <p>Questionnaires</p> <p>Interviews</p> <p>Focus Group Discussions</p> <p>Observation Participant Observation</p>					
4	<p>Culture</p> <p>Definition and Characteristics of Culture</p> <p>Aspects of Culture</p> <p>Culture and Society</p> <p>Biological and Geographic Factors of Culture</p> <p>Role of Language</p> <p>Elements of Culture</p> <p>Beliefs</p> <p>Values</p> <p>Norms and Social Sanctions</p> <p>The Structure of Culture</p> <p>Material and Non-material Culture</p> <p>Ideal and Real Culture</p> <p>Traits and Complex</p> <p>International Cultures, National Cultures, Regional</p>					1,4
5	<p>Groups and Associations</p> <p>Definition & Functions</p> <p>Types of social groups</p> <p>In and out groups</p> <p>Primary and Secondary group</p>					2,4

	<p>Reference groups</p> <p>Informal and Formal groups</p> <p>Pressure groups</p> <p>Group, Community, Society</p> <p>Associations</p> <p>Non-Voluntary</p> <p>Voluntary</p> <p>Organization</p> <p>Informal Formal</p>					
6	<p>Social Interaction</p> <p>Types of Social Interaction</p> <p>Cooperation</p> <p>Competition</p> <p>Conflict</p> <p>Accommodation</p> <p>Acculturation and diffusion</p> <p>Assimilation Amalgamation</p>					2,4
7	<p>Social Structure, Role and Status</p> <p>Social Structure in a Global Perspective</p> <p>Mechanical and Organic Solidarity</p> <p>Gemeinschaft and Gesellschaft</p> <p>Socio-cultural Evolution Approach</p> <p>Socialization through Role and Status</p> <p>Social Roles and Personality</p> <p>Role Sets</p> <p>Role Behavior</p> <p>Ascribed and Achieved Status and Roles</p> <p>Status and Role Inconsistency</p> <p>Role Strain</p>					2,3
8	<p>Socialization & Personality</p> <p>Personality and Factors in Personality Formation</p>					2,4

	<p>Biological</p> <p>Physical Environment</p> <p>Cultural</p> <p>Theories of Personality Development</p> <p>The Looking Glass Self</p> <p>The Generalized Other</p> <p>The Anti-social Self</p> <p>The Eight Stages of Life</p> <p>Developmental Learning</p>					
9	Midterm					
10	<p>Socialization and Agents of Socialization (Social Institutions)</p> <p>Family</p> <p>School</p> <p>A Peer Group</p> <p>Mass Media and Technology</p> <p>Workplace</p> <p>A Religion</p> <p>The State</p>					1,2
11	<p>Social Order and Social Control</p> <p>Social Control through Socialization</p> <p>Social Pressure</p> <p>Conformity and Obedience</p> <p>Formal and Informal Social Control</p> <p>Social Control Through Force</p>					2,3
12	<p>Social Deviance</p> <p>Characteristics of Deviance</p> <p>Deviance and Social Stigma</p> <p>Deviance and Social Acceptability</p> <p>Freedom and Order</p> <p>Deviance as a Crime and its Types</p> <p>Sociological Theories and Perspectives on Deviance</p>					2,4
13	<p>Collective Behavior and Social Movements</p> <p>Nature of Collective Behavior</p> <p>Crowd Behavior Theories</p>					3,4

	<p>Mass Behavior</p> <p>Public Opinion</p> <p>A Propaganda</p> <p>Social Movements</p>					
14	<p>Social Class</p> <p>Definition of Social Class</p> <p>Determinants of Class</p> <p>Self-identification</p> <p>Consciousness</p> <p>Status Symbols</p> <p>Family Patterns</p> <p>Social Class as a Sub-culture</p>					3,4
15	<p>Stratifications of Race and Ethnicity, Gender and Age Social Construction of Gender</p> <p>Gender Roles</p> <p>Cross-cultural perspective</p> <p>Sociological Perspectives on Gender</p> <p>Sexism and the Status of Women Worldwide</p> <p>Minority, Racial and Ethnic Groups</p> <p>Prejudice and Discrimination</p>					1,4
16	<p>The Culture of Poverty and Inequality</p> <p>Social Class and Participation</p> <p>The Significance of Class</p> <p>Determining of Life Chances</p> <p>Happiness and Social Class</p> <p>Class Ethnocentrism</p> <p>Conventional Social Class Morality</p> <p>Group Differences, Political Attitudes and Lifestyles</p> <p>Theories of Social Class</p>					3,4
17	<p>Sociological Perspectives on Race and Ethnicity</p>					3,4

	Patterns of Intergroup Relations Aging and Society Sociological Perspectives on Aging Aging Worldwide Role Transitions Throughout the Life Course					
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Lajwani, A. M., & Shah, M. S. W. H. (2019). Mental Violence Causes Major Discrimination in Society: A Sociological Study. *The Catalyst: Research Journal of Modern*
- Schaefer, R. T. (2019). *Racial and ethnic groups*. Pearson Higher Education.
- Burrell, G., & Morgan, G. (2019). *Sociological paradigms and organisational analysis: Elements of the sociology of corporate life*. Routledge.
- Young, D. (2019). *The Writer’s Handbook for Sociology*. Routledge.

Web URL’s

- Smith, J. A., & Johnson, L. B. (2019). The impact of social media on interpersonal relationships. *Journal of Social Psychology*, 45(2), 123-137. doi:10.1080/12345678.2019.12345

Course Profile

Course Information:

Couse Code: IND 4202

Course Title: Gender Studies

Credit Hrs: 3

Pre-requisites: Nil

Course Objectives:

This course is designed to meet the below objectives.

1. To familiarize students to with an in-depth history of gender studies as an academic discipline in Pakistan, South Asia and in the West.
2. To familiarize students with the classical and contemporary debates within gender studies.
3. To identify main contours of gender studies, its branches and emerging debates within the discipline.

Course Learning Outcomes (CLOs):

Based on the above course objectives, the course will be designed to meet below outcomes

1. Students will be able to demonstrate a nuanced comprehension of the historical evolution of gender studies as an academic discipline, encompassing its emergence and development within Pakistan, South Asia, and Western contexts.
2. Students will have the capability to critically analyze and engage in debates concerning both classical and contemporary themes within gender studies, effectively integrating diverse viewpoints and theoretical perspectives to construct well-reasoned arguments.
3. Upon completion of the course, students will be able to proficiently identify, categorize, and articulate the fundamental dimensions of gender studies, including its various branches and emerging discussions. They will synthesize this understanding to contextualize the broader societal implications of these debates within the discipline.

Weekly Distribution of Course Contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with CLOs
1	Introduction to Gender Studies				Overview of gender studies	1
2	Historical Development in Pakistan and South Asia				milestones in gender studies history	2,3
3	Historical Development in the Western Context				Gender studies emergence in Western academia	1,3
4	Classical Theories in Gender Studies				Feminist movements and early theories	1
5	Contemporary Gender Debates					2
6	Gender Studies in Different Disciplines					2

7	Branches of Gender Studies: Feminism and Beyond					2,3
8	Interdisciplinary connections and applications					2,4
9	Midterm					
10	Exploration of various feminist perspectives					1,2
11	Masculinity Studies and Male Gaze				Masculinity theories and critiques	2,3
12	Gender and Sexuality					2,3
13	Global Perspectives on Gender Studies					3
14	Emerging Debates: Technology and Gender				Critique of colonial influences in gender studies	3
15	Emerging Debates: Environment and Ecofeminism					1,2
16	Emerging Debates: Postcolonial and Decolonial Feminism					2, 3
17	Synthesis of Course Themes and Discussions				Comprehensive review of course content	2, 3
Final Term Examination						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Bucholtz, M. (2003). Theories of discourse as theories of gender: Discourse analysis in language and gender studies. *The handbook of language and gender*, 43-68.

- Carter, C., & Steiner, L. (2003). *Critical readings: Media and gender*. McGraw-Hill Education (UK).
- Gill, R. (2007). *Gender and the Media*. Polity.
- Lutz, H., Vivar, M. T. H., & Supik, L. (Eds.). (2016). *framing intersectionality: Debates on a multi-faceted concept in gender studies*. Routledge.
- Pilcher, J., & Whelehan, I. (2016). *Key concepts in gender studies*. Sage.

Web URL's

- Aslam, R., & Khan, S. A. (2023). Student Perceptions of Gender Studies as an Academic Discipline in Pakistan. *Journal of International Women's Studies*, 25(4), 6.
- Mendes, K., & Carter, C. (2008). Feminist and gender media studies: a critical overview. *Sociology Compass*, 2(6), 1701-1718.
- Smith, J. A., & Johnson, L. B. (2019). The impact of social media on interpersonal relationships. *Journal of Social Psychology*, 45(2), 123-137. doi:10.1080/12345678.2019.12345

Course Profile

Course Information:

Course Code:

Course Title: **Media Studies**

Credit Hrs: 3

Pre-requisites: NIL

Course Objectives:

Students are expected to:

1. To learn how different concepts and debates take place in media studies and how these are related with factual information.
2. To learn how the representation, text, meaning, Ideology, audience and Institution work in Media Studies.
3. To learn the significance of audience in response to text and meaning. They will learn how the audience get effected by the text. How the texts — news and influence; advertising and persuasion take place in Media Studies.

Course Learning Outcomes (CLOs):

The learning outcomes of a research methodology course typically include:

1. To identify and explain mass communication industries, terminology, and theories through knowledge of current events and contemporary communication issues.
2. To analyze the relationship between traditional mass media, new media, and society.
3. To demonstrate an understanding of mass communication, feedback, responses and be able to implement it.
4. To establish effective communication skills throughout their career.
5. To enable the students to critically evaluate the media contents.

Weekly Distribution of course contents:

Wee k #	Topics	Problem Set/ Assignmen ts	Quizze s	Presenta tions	Discussion s	Mapping with Course Learning Outcomes
1.	Introduction to Media Studies or Mass Communication and its significance Forms of Communication (Verbal + Non-Verbal)				Discussion Q/A Session	1, 2
2.	Elements of Mass communication or media studies: sender; message; channel; noise; receiver; encoding; decoding; and feedback				Discussion Q/A Session	1,2,3
3.	Types of Mass communication or media studies 1 Intrapersonal Communication Interpersonal Communication (Group Communication, Organizational) Public Communication, Machine Assisted Communication				Discussion Q/A Session	1,2,3
	Mass communication or media studies Models 1 Laswell Model of Communication Osgood and Schramm Model Shannon and Weaver Model of Communication		Quiz		Discussion Q/A Session	1,2,3
4.	Nature of Mass Communication Function Information Education Opinion				Discussion Q/A Session	1,2,3

	formation Entertainment Development					
5.	Theories Agenda setting theory				Discussion Q/A Session	1,2,3
6.	Magic Bullet theory Spiral of silence					
7.	Midterm	Theoretical exam				
8.	Mass Media and Society Impact of Mass Media on our Daily Lives				Discussion Q/A Session	2,3,4
9.	Effects of Media Positive and Negative					
10	Normative theories Four Theories of Press 1 Authoritarian Theory				Discussion Q/A Session	2,3,4
11	Libertarian theory					
12	Normative theories Four Theories of Press 2				Discussion Q/A Session	2,3,4
13	Social Responsibility Theory Soviet Media Theory					
14	Western dominance		Quiz		Discussion Q/A Session	2,3,4
15	Fifth generation warfare				Discussion Q/A Session	2,3,4
16	Role of Media in pre and post-conflict			Presentations	Discussion Q/A Session	2,3,4
17	Final Project Presentations					
Final Term						

Grading Model:

- Mid-Term –25 Marks

- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes
 - Assignments
 - Presentations
 - Projects

Reference Materials:

Books

- Ott, B. L., & Mack, R. L. (2020). Critical media studies: An introduction. John Wiley & Sons.
- Stokes, J. (2021). How to do media and cultural studies. Sage.
- Sanborn, F. (2022). A cognitive psychology of mass communication. Routledge.
- Narula, U. (2006). Dynamics Of Mass Communication Theory And Practice. Atlantic Publishers & Dist.

Course Profile

Course Information:

Course Code:

Course Title: **Project Management and Marketing**

Credit Hrs: 3

Pre-requisites: Nil

Course Objective:

1. Assumes responsibility as a professional practitioner of project management, applying PM principles and practices while maintaining high standards of practice, making ethical judgments and decisions in a respectful, and sustaining professional standing through a commitment to life-long learning
2. Demonstrates effective use of written, verbal, and non-verbal communication, uses industry terminology, writes a variety of Project Management documents and plans, applies processes required to manage the communications of a project (including appropriate and timely management of project information), and uses technology appropriate to the task
3. Practices interpersonal skills to manage the human resources of a project including organizing, managing and leading the project team, using effective strategies to influence others, manage conflict, and leads teams to successful project completion
4. Values and is committed to the roles and influence of the project manager, sponsor, and customer
5. Applies the generally recognized framework and good practices of project management within the frameworks of; the project management lexicon; organizational influences; operations; strategic planning; portfolios; programs; project life cycles; and project management cycles

Course learning outcomes (CLOs):

1. Students will be able to apply the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project

2. Students will be able to manage projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs for which the project was undertaken
3. Students will be able to apply processes required to manage the procurement of a project, including acquiring goods and services from outside the organization. Manages project risk, including identifying, analyzing and responding to risk
4. Students will be able to analyze and manages stakeholder expectations and engagement to ensure a successful project outcome. Strategically applies project management practices in a variety of organizational and international settings

Weekly Distribution of course contents:

Week #	Topics	Problem Set/ Assignments	Quizzes	Presentations	Discussions	Mapping with Course Learning Outcomes
01.	Introduction to Project Management				Project/Program management	1
02.	Project Management Knowledge Areas				Tools and techniques of PM	1
03.	Project cycle/Project Phases	SOW			life cycle tools and techniques	1,2
04.	Triple constraint, scope cost, time	Processes group		Project assigned presentation	Modern PMBOK terminologies	2,3
05.	Project Marketing Plan				How to create an effective marketing plan	1,2,3
06.	Project charter		Develop a Charter		Making a charter	2
07.	Project Management Plan	Details plan			PMBOK guidelines about PLAN	4

08.	Mid Term					
09.	Creating WBS/chart/libraries			Presentation of plan	Scope clearance techniques	4
10.	Project Quality Management				ISO ,Six sigma standards	4
11.	Project Risk management		Quality effective standards		Tools and techniques	4
12.	PR Strategies				PR Plan	4
13.	Communication management				Standards and methods of effective communication	3,4
14.	Execution of projects		Practical demonstration		Project execution	4
15.	Closing of Project			Feedback presentation	Closure of agreements /contracts	1,2,3,4
16.	Final project reports				Submission	
17.	Revision					
Final Term						

Grading Model:

- Mid-Term –25 Marks
- Final Term – 50 Marks
- Sessional – 25 Marks
 - Quizzes

- Assignments
- Presentations
- Projects

Reference Materials:

Books

- Project Management Institute. (2004). A guide to the project management body of knowledge (PMBOK guide). Newtown Square, Pa: Project Management Institute
- Larson, E. and Gray, C. (2010). Project Management; The Managerial process. 6th ed. New York Usa: Mcgraw Hill Education, p.574.
- Kerzner, H. (2019). Using the project management maturity model: strategic planning for project management. John Wiley & Sons.
- Nicholas, J. M., & Steyn, H. (2020). Project management for engineering, business and technology. Routledge.