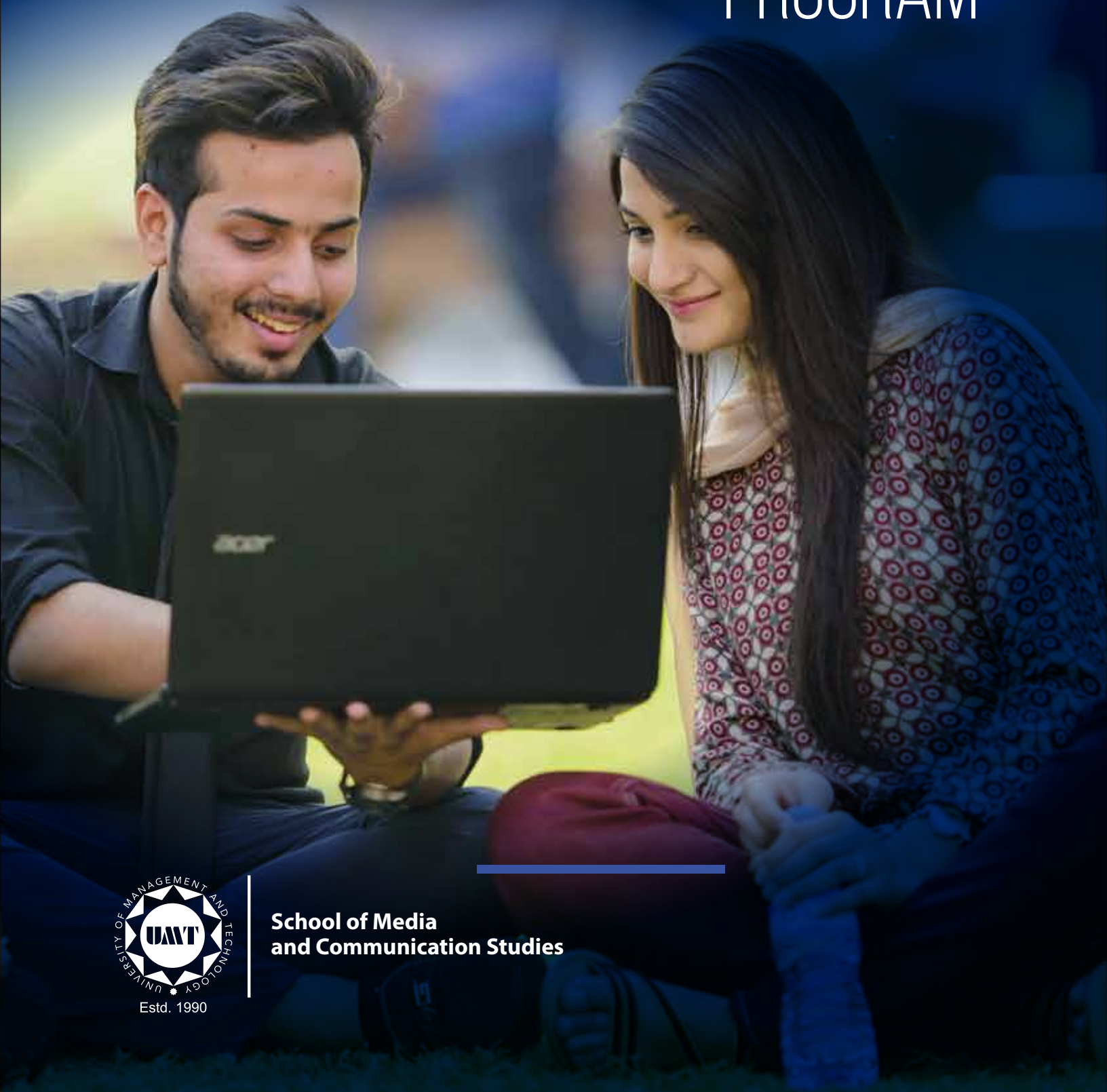


UNDERGRADUATE PROGRAM



School of Media
and Communication Studies



GREAT PLACE - GREAT LEARNING - GREAT FUTURE

ABOUT SMCS

Department of Media and Communication was established in 2005, now known as The School of Media and Communication Studies (SMCS) at the University of Management and Technology (UMT). This happened only under the leadership of Prof Mugheesuddin, Pakistan's most prestigious educationist and he took the initiative with a vision, elevated a Department into a School focusing film & theater and digital media etc. Redesigned the curriculum for media students to provide a deep understanding of knowledge in a dedicated environment to provide a world-class education and research facility to the student of SMCS.

The SMCS have Innovations in Themes, Programs and delivery methods to serve the evolving needs of students in the region, and in the Province of Punjab. We are emphasizing to promote education and skills in the specific areas such as Narrative writing, Research, Photography, Broadcast (Radio & TV), Online video production, Multimedia storytelling, and Investigative-based journalism.

Students have an infinite capacity to learn and are driven constantly by their inquisitive nature. As educators, we believe it is our responsibility to cultivate the potentials of young minds, and inspire these individuals to become scholars who confidently impart with enthusiasm, what they have to offer to share with their surrounding community.



A portrait of Prof Dr Anjum Zia, a woman with dark hair, wearing a blue patterned top and a green and blue striped scarf. She is smiling slightly and looking towards the camera. The background is dark and out of focus.

DEAN'S MESSAGE

As Dean of SMCS, my cardinal goal is to elevate our school through collaboration, innovation, and commitment, with the aim of making it a top global institution in media studies and communication. Jewelled with foreign degrees, SMCS faculty enjoys a gilded experience and gives premium preference on personal grooming of students. We aspire to change lives and improve the world through innovative practices and sheer hard work, nurturing both faculty and students. SMCS offers research and provides empirical learning opportunities in the areas of journalism, broadcasting, digital & social media, theatre, music, documentary production, filmmaking, and drama within an enabling environment. Our education extends beyond the classroom. If you're interested in the field of media or mass communication, consider joining us. We're eager to welcome you into a community of excellence and distinction.

PROF DR ANJUM ZIA

Post Doctorate Mass Communication
School of Journalism and Communication
Carleton University, Ottawa, Canada

VISION

The program aims to foster innovation, and a commitment to social responsibility, producing professionals to contribute meaningfully to the media industry and society as a whole.

MISSION

To produce graduates with developed analytical and production skills, creativity, ethical values and effective communication in the diverse field of Media.



ENTRY REQUIREMENTS

Applicants having an intermediate degree with a minimum of 45% marks are eligible to apply.

BS MEDIA AND COMMUNICATION

Introduction

School of Media and Communication studies, has designed BS program while keeping in view, the demand of Media Industry and Professions in both. (Public and private sectors). Curriculum for media students provides a deep understanding of knowledge in a dedicated environment with the objective to impart world-class education equipped with research facilities. SMCS has evolved innovations in themes, programs and delivery methods to meet the needs of the students. SMCS is emphasizing to promote education with skills in specific areas, such as Narrative Writing, Research, Photography, Broadcast Journalism (Radio and TV), Online Video Production, Multimedia, Investigative Journalism, Storytelling, Public Relationships and Advertising etc.

BS IMMERSIVE MEDIA AND DIGITAL COMMUNICATION

Introduction

IMDC is a forward-thinking program designed to equip students with the skills and knowledge needed to thrive in the rapidly evolving digital landscape. This program focuses on the integration of immersive technologies, such as virtual reality (VR) and augmented reality (AR), with modern communication strategies. Students will explore the creative and technical aspects of digital media, learning to create and manage content that engages audiences in innovative ways. With a curriculum that blends computer science, media studies, and communication, the program prepares graduates for diverse careers in fields such as digital marketing, media production, and immersive experience design. By emphasizing practical experience and industry-relevant skills, the program ensures that students are well-prepared to meet the demands of the digital communication industry.

BS BS MEDIA MANAGEMENT AND TECHNOLOGY

Introduction

BS in Media Management and Technology is a cutting-edge program designed to equip students with the skills and knowledge necessary to thrive in the rapidly evolving media landscape. This interdisciplinary degree integrates the principles of media management, digital technologies, and communication strategies, preparing graduates for leadership roles in various sectors, including media production, broadcasting, digital marketing, and content management. As the media industry undergoes continuous transformation driven by technological advancements, there is a growing demand for professionals who can manage media operations, develop innovative content strategies, and leverage technology to engage audiences effectively. Through a curriculum that blends theory with practical application, students will gain expertise in areas such as media production, digital communication, data analytics, and project.



Program Duration

Four years

Semesters

08

Course-load per Semester

12-18 Credit hours

Number of Courses per Semester

4-6 Maximum

BS MEDIA AND COMMUNICATION

Semester 1

- English I
- Pakistan Ideology, Constitution and Society
- Computer Applications
- Health and Well Being
- Introduction to Communication and Mass Media
- Understanding Society and Socio-Cultural Dynamics

Semester 4

- Innovation and Entrepreneurship
- Calculus
- Civic and Community Engagement
- Video Production
- Graphic Design
- Everyday Science

Semester 7

- Advertising and PR Campaigns
- National and International Affairs
- Editing and Digital Designing
- Advance Reporting and Interviewing Technique
- Media and Society
- English Immersion

Semester 2

- English 2
- Media, History, Laws and Ethics
- Issues in Pakistan Economy and Development Economics
- Journalistic Urdu Language and Practices
- Foreign Language
- Intro to Film and Theater

Semester 5

- Development Communication
- Broadcast Production
- Digital Photography and Editing
- Journalistic Language and writing
- Communication Theories
- Contemporary Mass Media

Semester 8

- Research Report
- Project
- Research Writings
- Internship
- COOP Program

Semester 3

- Artificial Intelligence for Media
- Islamic Thoughts & Perspectives
- Logical Reasoning
- Psychology of Mind and Behavior
- Introduction to Statistics
- National and International Affairs
- Fundamentals of News reporting
- Mobile Journalism

Semester 6

- Media Research Methods
- Digital Radio Production
- Fundamentals of Advertising and PR
- Fact Checking Technology
- History and Structure of Political Parties of Pakistan
- Media Seminar
- 21st Century Skills

BS IMMERSIVE MEDIA AND DIGITAL COMMUNICATION

Semester 1

- English I
- Pakistan Ideology, Constitution and Society
- Computer Applications
- Health and Well Being
- Introduction to Communication and Mass Media
- Understanding Society and Socio- Cultural Dynamics

Semester 4

- Innovation and Entrepreneurship
- Calculus
- Civic and Community Engagement
- Video Production
- Graphic Design
- Everyday Science

Semester 7

- Mobile Application Technology
- Digital Game Applications
- Visual Effects
- Digital Media Marketing
- VR & 360 Production
- SEO and Google Ads

Semester 2

- English 2
- Media, History, Laws and Ethics
- Issues in Pakistan Economy and Development Economics
- Journalistic Urdu Language and Practices
- Foreign Language
- Intro to Film and Theater

Semester 5

- User Interface & User Design
- Virtual Pre-Production
- Development Communication
- Communication Theories
- Virtual reality and Augmented Reality Development
- 3D Modeling and Animation

Semester 8

- Internship
- Final Year Project
- Portfolio Development
- COOP- Program

Semester 3

- Artificial Intelligence for Media
- Islamic Thoughts & Perspectives
- Logical Reasoning
- Psychology of Mind and Behavior
- Mobile Journalism
- Creative Content Writing

Semester 6

- Web Design
- Data Visualizations and Analytics
- Immersive Storytelling and Narrative Design
- Immersive Media Editing Techniques
- Media Research Method
- Fact Checking Technology

BS MEDIA MANAGEMENT AND TECHNOLOGY

Semester 1

- English I
- Pakistan Ideology, Constitution and Society
- Computer Applications
- Health and Well Being
- Introduction to Communication and Mass Media
- Understanding Society and Socio- Cultural Dynamics

Semester 4

- Innovation and Entrepreneurship
- Calculus
- Civic and Community Engagement
- Video Production
- Graphic Design
- Everyday Science

Semester 7

- Crisis Communication Management
- Strategic Media Management
- SEO and Google Ads
- Editing and Digital Designing
- Photography and Image Editing
- Freelancing Techniques

Semester 2

- English 2
- Media, History, Laws and Ethics
- Issues in Pakistan Economy and Development Economics
- Journalistic Urdu Language and Practices
- Foreign Language
- Intro to Film and Theater

Semester 5

- Development Communication
- Digital Media Marketing
- Public Relation and Advertising Management
- Program Production Management
- Communication Theories
- Media Entrepreneurship

Semester 8

- Portfolio Development
- Final Year Project
- Internship
- COOP- Program

Semester 3

- Artificial Intelligence for Media
- Islamic Thoughts & Perspectives
- Logical Reasoning
- Psychology of Mind and Behavior
- Mobile Journalism
- Creative Content Writing

Semester 6

- Digital Webcast Technology
- Data Visualizations and Analytics
- Entertainment Media Management
- Fact Checking Technology
- Media Research Method
- Digital Radio Production



LEARNING METHODOLOGY

Participants are equipped with groundbreaking ideas, conceptual knowledge and tools to tackle fluctuating situations through practical exposure in a dynamic environment.

SMCS at a GLANCE



SMCS STUDIO

School of Media and Communication Studies is proud to announce the establishment of the state-of-the-art TV studio, to facilitate the faculty and graduates. Students will also be able to produce various programs, news bulletins, short films, documentaries, dramas, TV commercials, photoshoots, public service messages and dubbing.

SUNO 98.2 UMT KE AWAZ

SMCS, not only focuses on theoretical knowledge but also ensures that its students get hands-on experience in professional radio facility operations. Voice-over rooms, recording studios, shooting labs, editing facilities, audio mixer panels, etc. are a few of the departments that are currently operational in our UMT Radio 98.2.

The target of our SMCS studies is to ensure that before the students hit the professional grounds, the School makes them seasoned professionals. TV and Radio premises are divided into multiple sections, starting off from the main newsroom, assignment desk, INPUT and OUTPUT quarters, archive department, panel control rooms, master control room, programming studios, news studios, entertainment, infotainment, international desks are only a few of the various cantons of our facility. *It's now or never!*

**So, don't wait, step forward,
convert your dreams into reality
and join SMCS today!**



FOREIGN QUALIFIED **FACULTY MEMBERS**

A competent teacher with a scholastic attitude plays a key role in educating students of a school. Keeping in mind such attributes, meticulous care is taken and strict discipline is exercised in the recruitment of academic staff. The SMCS has highly qualified, trained and experienced teaching staff qualified from local prestigious institutions and foreign universities. The faculty members are proficiently knowledgeable in their subjects; therefore, their diversity and broadness of vision can help the students to excel in their field of study and education.



Prof, Dr Anjum Zia
(Dean, SMCS)

Post Doctorate –
Mass Communication School of
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Carleton University, Ottawa,
Canada



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(Lecturer)

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Studies University of the Punjab



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Noor ul Ain Nasir
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PhD Scholar Communication
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Muhammad Awais
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Pakistan



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Budapest, Hungary



Rabia Farooq
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PhD Scholar Communication
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(Studio Camera Man)

BCom- Punjab College, University
of Rawalpindi, Pakistan



Muhamamd Azib
(Nonlinear Editor)

BS - Mass Communication,
University of Management
and Technology, Pakistan



Nida Nasir Khan
(Senior Officer Academics)

MPhil – Institute of
Administrative Sciences,
University of the Punjab,
Pakistan



Nabeel Ashraf
(Manager Studios)

BS- Mass Communication Allama
Iqbal Open University, Lahore



SMCS ALUMNI



Shehr Bano

Newscaster
24 News

Customer Relationship Manager
Pearl Continental, Lahore

Huma Munawar



Muhammad Zimad

Social Media Executive
City42

Information Officer
Inter Services Public Relations (ISPR)

Muqadas Amjad



Soha Afzal

Program Host
Public News Channel

News Producer
City42

M Nouman Ashraf





Futurizm and CENTIN

Futurizm is the business incubation center at UMT under CENTIN which offers unique tools to support the early development stages of entrepreneurial initiatives. CENTIN's mission is to facilitate and catalyze innovation, entrepreneurial development and business growth as a leading business center in collaboration with other bodies.



Information Processing Center (IPC)

Information Processing Center (IPC) accommodates more than 25000 participants. Its standards meet the international requirements of highly advanced IT equipment and services including Intel® Core i7, Intel Core™ i5 and Apple iMac systems, 3 HP 9050 heavy duty laser printers, 400 Mbps CIR Internet bandwidth and scanners and CD/DVD writers. IPC holds two advanced computing labs with 13 computer classrooms, PhD scholars' lab, graduate lab, DLD lab, FYP lab, DRC and MPhil Research Lab.



Learning Resource Center (LRC)

HSM-UMT supports its academic programs and research initiatives through an automated library, on-site collections and a variety of online services. UMT library is an indispensable source of information and is one of the excellent working libraries of Pakistan.



Medical Unit and Clinical Counselling

If you have a disability, medical or mental health condition that may impact your studies, UMT Medical Unit and Clinical Counselling services can support you. These services include expert health and wellbeing counsellors, medical practitioners and clinical counsellors to support you in all facets of your life.



**School of Media
and Communication Studies**

University of Management and Technology

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