

University of Management & Technology, Lahore

Office of the Registrar, Johar Town C-II Lahore, Ph. #: 042-35212820



PERFORMA FOR REVISION OF EXISTING BS PROGRAM

Program Name: BS in Media Management and Technology Communication

Vision

To be a leading center of media education that fosters innovation, responsibility, and creativity, preparing professionals to make a positive impact on industry and society

Mission

Our mission is to provide quality media education through innovative teaching, hands-on training, and research opportunities, while nurturing ethical values and social responsibility to prepare graduates for leadership in the media industry and beyond.

Overview of Program

BS in Media Management and Technology is an interdisciplinary program designed to equip students with a comprehensive understanding of the media landscape, integrating key elements of technology, media management, and production. The program covers a wide array of subjects, including media production, digital content creation, media economics, communication theories, and the role of emerging technologies in media. Students gain practical skills in managing media projects, strategizing for media companies, and leveraging technology to drive innovation in media practices.

Learning Outcomes:

The learning outcomes of this program include:

1. **Media Production Skills:** Graduates will acquire the technical expertise to produce high-quality digital media content across various platforms.
2. **Strategic Media Management:** Graduates will understand the business and economic principles that govern media organizations, enabling them to manage projects and operations effectively.
3. **Technological Proficiency:** Graduates will learn to use and adapt emerging technologies to innovate in media creation and distribution.
4. **Analytical and Critical Thinking:** The program fosters strong analytical skills, enabling students to assess media trends, audience behaviours, and the impact of technological advancements on the media industry.

5. **Communication and Leadership:** Graduates will develop effective communication and leadership skills, preparing them to lead teams and manage projects in the dynamic media environment.

This degree prepares graduates for various roles in media management, digital marketing, content strategy, and other related fields within the media and technology sectors.

Admission Requirements

Minimum 45% marks at Intermediate level or equivalent

No third division in Matric

Equivalence Certificate from IBCC in case of O -Level and A-Level

UMT Entrance Test / Interview is mandatory

Roadmap

Program Scheme of Studies

Structure of the Scheme	
Courses Credit Hours	137
Core Courses: (Credit Hours)	NIL
Foundation Courses: (Credit Hours)	NIL
Major Courses: (Credit Hours)	21
Technical Electives: (Credit Hours)	7
General Electives: (Credit Hours)	16
Supporting Science: (Credit Hours)	12
University Electives: (Credit Hours)	NIL
Undergraduate 2.0 courses (Credit hours)	35
Total Credit Hours:	137

Program Road Map

Applicable to Batch No. _____ Session Fall 2025

1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs	Category/ Prerequisite
EN 111	English 01	3	General	SD 210	Civic and Community Engagement	2	General
MC 123	Intro to Film and Theater	3 (2+1)	Major	EN 125	English 02	3	General
IS 135	Computer Applications	3	General	IM 231	Mobile Journalism	3 (2+1)	Elective
MC 120	Introduction to Communication and Mass Media	3	Major	PSY101	Introduction to Psychology	3	Allied
HM112	Pakistan Studies	2	General	MC 122	Journalistic Language and Practices	3 (2+1)	Major
SC160	Introduction to Sociology	3	Allied	SD 222	Foreign Language	2	General
					Think AI	2	General
Semester Credit Hours		17		Semester Credit Hours		18	
2 Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs	Category/ Prerequisite
MT 2 31	Artificial Intelligence for Media	3 (2+1)	Elective	HWB 101	Health and well being	2	General
ISL 112	Islamic Thoughts & Perspectives	2	General	MA 101	Calculus	3	General

QM111	Quantitative Skills and Reasoning	3	General	POL 121	Pakistan Ideology, Constitution and Society	2	General
EC270	Issues in; Economy and Development Economics	3	Allied	MC 241	Video Production	3 (2+1)	Major
MC 121	Media, History, Laws and Ethics	3	Major	MC212	AI and data Analytic in Media	3 (2+1)	Allied
MC270	Fundamentals of News Reporting	3 (2+1)	Major	CH 211	Everyday Science	2	General
ITC711	Understanding of Quran II	1	General	ITC722	Understanding of Quran II	1	General
				MG 224	Innovation and Entrepreneurship	2	General
Semester Credit Hours		18		Semester Credit Hours		18	

3 rd Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs	Category/ Prerequisite
MC 347	Digital Photography & Editing	3 (2+1)	Major	MC 242	Graphic Design	3 (2+1)	Allied
MC213	Content Strategy & Monetization	3 (2+1)	Major	MT 362	Entertainment Media Management	3 (2+1)	Major
MT 353	Program Production Management	3 (2+1)	Major	MT 363	Fact Checking Techniques	3 (2+1)	Elective
MC 309	Communication Theories	3	Major	MC 349	Media Research Method	3	Major
MC214	Media Information Literacy	3 (2+1)	Major	MT 364	Digital Radio and Podcast Production	3 (2+1)	Elective
MC215	Audience Analytics & Research	3 (2+1)	Major	MT 351	Digital Media Marketing	3 (2+1)	Major
Semester Credit Hours		18		Semester Credit Hours		18	
4 th Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs	Category/ Prerequisite
MT 471	Crisis Communication	3 (2+1)	Major	MC 482	Final Year Project	3	Compulsory
MT 472	Strategic Media Management	2 (2+1)	Major	MC 484	Internship	3	Compulsory
MT485	Copy Editing and Digital Designing	3 (2+1)	Major		COOP- Program		Optional
MT 352	Public Relation and Advertising Management	1+2 (3)	Major	MT216	Global Media Business	3	Elective
IM 476	SEO and Google Ads	3 (2+1)	Elective	MT486	Media Budgeting and Financial Management	3 (2+1)	Major
MT 475	Freelancing Techniques	3 (2+1)	Major				

Semester Credit Hours	18		Semester Credit Hours	12			

Total Credit Hours: 137

List of Electives (Add list of electives for this program)

Course Coding

Each course shall be numbered and coded as shown below:

Coding Scheme for BS (4Year) Program

Sr.#	Description	BS
1	Course offered in the first year (Semester I & II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400

Coding Scheme for BS (5Year) Program

Sr.#	Description	BS
1	Course offered in the first year (Semester I & II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400
5	Courses offered in the fifth year (Semester IX & X)	500

Coding Scheme for MA/MSc/after 2 Years Bachelor Program

Sr.#	Description	MA/MSc
1	Course offered in the first year (Semester I & II)	300
2	Courses offered in the second year (Semester III & IV)	400

Coding Scheme for MS/MPhil Program

Sr.#	Description	MS/MPhil.
1	Course offered in the first year (Semester I & II)	500
2	Courses offered in the second year (Semester III & IV)	600

The course codes shall be preceded by two or three alphabets. The courses which have same course contents shall be given one course code despite being offered to many different batches.

Details of Faculty, Enrollment and Resources

Estimated Enrollment, faculty and other Resources Required for New Program

Year	Full Time Enrollment	Part Time Enrollment
------	----------------------	----------------------

Current Faculty					
Name of Faculty	Highest Degree Earned	Total Years of Experience	Years Teaching in this Institution	Area of Degree	Full Time/Part Time
Dr. Anjum Zia	PhD Media and Communication	35Years	3.5 Years	Media and Communication	Full Time
Mr. Suheil Warrairch	MA English Languages and Literature	35+ Years	1.5 Years	English Languages and Literature	Full Time
Dr. Jawed Aslam	PhD Media and Communication	25Years	3Years	Media and Communication	Full Time
Dr. Aemen Khalid	PhD Media and Communication	17 Years	3years	Media and Communication	Full Time
Dr. Saima	PhD Media and Communication	14Years	9 Years	Media and Communication	Full Time
Ms. Maria	MS Media and Communication	12 Years	10years	Media and Communication	Full Time
Mr. Suad Ahmed Baig	MPhil Multimedia Arts	10 Years	8 Years	Multimedia Arts	Full Time
Ms. Iqra Saeed	MPhil Media and Communication	10Years	7Years	Media and Communication	Full Time
Ms. Nor u lain Nasir	MPhil Media and Communication	9Years	6 Years	Media and Communication	Full Time
Ms. Sarosh Bajwa	MPhil Media and Communication	7years	4 Years	Media and Communication	Full Time
Ms. Rabia Farooq	MPhil Media and Communication	10 Years	5Years	Media and Communication	Full Time
Total Full Time Faculty in Program: 10					
Total Part Time (Visiting) Faculty in Program 4-5 Visiting Faculty for Professional Courses					

Required Faculty					
Name of Faculty	Highest Degree Earned	Total Years of Experience	Years Teaching in this Institution	Area of Degree	Full Time/Part Time
Total Full Time Faculty in Program:					
Total Part Time (Visiting) Faculty in Program:					

Resources		
	Existing	Required
Building	<u>Available</u>	
Furniture	<u>Available</u>	
Equipment	<u>Available</u>	
Library (Books and Journals, etc)	<u>Available</u>	
Laboratories	<u>Available</u>	

Comparison of Roadmap

1 st Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (1 st Semester)				Fall Semester (1 st Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
EN 110	English 01	3	General	EN 111	English 01	3	General
POL121	Pakistan Ideology, Constitution and Society	3	General	MC 123	Intro to Film and Theater	(2+1) 3	Major
IS 135	Computer Applications	3	General	IS 135	Computer Applications	3	General

HWB 101	Health and well being	3	Allied	MC 120	Introduction to Communication and Mass Media	3	Major
MC120	Introduction to communication and Mass Media	3	School Core Course	HM112	Pakistan Studies	2	General
SOC 102	Understanding society and socio-cultural dynamics	3	Allied	SC160	Introduction to Sociology	3	Allied
Semester Credit Hours		18		Semester Credit Hours		18	

1 st Year							
Old Roadmap				Proposed Roadmap			
Spring Semester (2 nd Semester)				Spring Semester (2 nd Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
EN 123	English 02	3	General	EN 125	English 02	3	General
MC 121	Media, History, Laws and Ethics	3	School Core Course	IM 231	Mobile Journalism	3 (2+1)	Elective
EC 270	Issues in Pakistan Economy and Development Economics	3	Allied	PSY101	Introduction to Psychology	3	Allied
MC 122	Journalistic Urdu Language and Practices	(2+1) 3	School Core Course	MC 122	Journalistic Language and Practices	(2+1) 3	Major
SD 222	Foreign Language	3	General	SD 222	Foreign Language	2	General
					Think AI	2	General
MC 123	Intro to Film and Theater	(2+1) 3	School Core Course	SD 210	Civic and Community Engagement	2	General
Semester Credit Hours		18		Semester Credit Hours		17	

2 nd Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (3 rd Semester)				Fall Semester (3 rd Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
MT 231	Artificial Intelligence for Media	3 (2+1)	School Core Course	MT 231	Artificial Intelligence for Media	3 (2+1)	Elective
ISL 112	Islamic Thoughts & Perspectives	3	General	ISL 112	Islamic Thoughts & Perspectives	2	General
SD223	Logical Reasoning	3	General	QM111	Quantitative Skills and Reasoning	3	General
PSY110	Psychology of Mind and Behavior	3	Allied	ECO 202	Issues in; Economy and Development Economics	3	Allied
MC 270	Fundamentals of News Reporting	3 (2+1)	Major	MC 121	Media, History, Laws and Ethics	3	Major
IM 231	Mobile Journalism	3 (2+1)	Major	MC270	Fundamentals of News Reporting	3 (2+1)	Major
Semester Credit Hours		18			Fehm-E-Quran-II	1	General
				Semester Credit Hours		18	

2 nd Year							
Old Roadmap				Proposed Roadmap			
Spring Semester (4 th Semester)				Spring Semester (4 th Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
MG 224	Innovation and Entrepreneurship	3	General	HWB 101	Health and well being	2	General
MA101	Calculus	3	General	MA 101	Calculus	3	General
SD 210	Civic and Community Engagement	2	Allied	POL 121	Pakistan Ideology,	2	General

					Constitution and Society		
MC 241	Video Production	3	School Core Course	MC 241	Video Production	3 (2+1)	Major
MC 242	Graphic Design.	3 (2+1)	School Core Course		AI and data Analytic in Mia	3 (2+1)	Allied
CH 211	Everyday Science	3 (2+1)	General	CH 211	Everyday Science	2	General
					Innovation and Entrepreneurship	2	General
					Fehm-E-Quran-II	1	General
Semester Credit Hours		17		Semester Credit Hours		18	

3 rd Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (5 rd Semester)				Fall Semester (5 rd Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 3514	Development Communication	3	School Core Course	MC 347	Digital Photography & Editing	3 (2+1)	Major
MT 351	Digital Media Marketing	3 (2+1)	Major	MC2 13	Content Strategy & Monetization	3 (2+1)	Major
MT 352	Public Relation and Advertising Management	3 (2+1)	Major	MT 353	Program Production Management	3 (2+1)	Major
MT 353	Program Production Management	3 (2+1)	Major	MC 3519	Communication Theories	3	Major
MC 3519	Communication Theories	3	School Core Course	MC2 14	Media Information Literacy	3 (2+1)	Major
MT 354	Media Entrepreneurship	3 (2+1)	Major	MC2 15	Audience Analytics & Research	3 (2+1)	Major
Semester Credit Hours		18		Semester Credit Hours		18	

3 rd Year							
Old Roadmap				Proposed Roadmap			
Spring Semester (6 th Semester)				Spring Semester (6 th Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
MT 361	Digital Webcast Technology	3 (2+1)	Major	MC 242	Graphic Design	3 (2+1)	Allied
IM 362	Data Visualizations and Analytics	3 (2+1)	Major	MT 362	Entertainment Media Management	3 (2+1)	Major
MT 362	Entertainment Media Management	3 (2+1)	Major	MT 363	Fact Checking Techniques	3 (2+1)	Elective
MT 363	Fact Checking Technology	3 (2+1)	Major	MC 3515	Media Research Method	3	Major
MC 3515	Media Research Method	3	School Core Course	MT 364	Digital Radio and Podcast Production	3 (2+1)	Elective
MT 364	Digital Radio Production	3 (2+1)	Major	MT 351	Digital Media Marketing	3 (2+1)	Major
Semester Credit Hours		18		Semester Credit Hours		18	

3 rd Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (7 th Semester)				Fall Semester (7 th Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
MT 471	Crisis Communication Management	3 (2+1)	Major	MT 471	Crisis Communication	3 (2+1)	Major
MT 472	Strategic Media Management	3 (2+1)	Major	MT 472	Strategic Media Management	3 (2+1)	Major
IM 476	SEO and Google Ads	3 (2+1)	Major	MT4 85	Copy Editing and Digital Designing	3 (2+1)	Major

MT 473	Editing and Digital Designing	3 (2+1)	Major	MT 352	Public Relation and Advertising Management	3 (2+1)	Major
MT 474	Photography and image editing	3 (2+1)	Major	IM 476	SEO and Google Ads	3 (2+1)	Elective
MT 475	Freelancing Techniques	3 (2+1)	Major	MT 475	Freelancing Techniques	3 (2+1)	Major
Semester Credit Hours		18		Semester Credit Hours		18	

3 rd Year							
Old Roadmap				Proposed Roadmap			
Spring (8 th Semester)				Spring Semester (8 th Semester)			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
IM 481	Portfolio Development	3 (2+1)	Major	MC 4821	Final Year Project	3	Compulsory
MC 4821	Final Year Project	3	Major	MC 4822	Internship	3	Compulsory
MC 4822	Internship	3	Major		COOP- Program		Optional
	COOP- Program		Optional	MT2 16	Global Media Business	3	Elective
				MT4 86	Media Budgeting and Financial Management	3 (2+1)	Major
Semester Credit Hours		18		Semester Credit Hours		12	

Summary of revisions suggested in the roadmaps

List of Elective Course

No	Code	Course Title	Credit HRS
1.	IM476	SEO and Google Ads	3 (2+1)

2.	MT 472	Strategic Media Management	3 (2+1)
3.	MC 356	Development Communication	3
4.	MT 363	Fact Checking Technology	3 (2+1)
5.	MT 361	Digital Webcast Technology	3 (2+1)
6.	IM 231	Mobile Journalism	3 (2+1)
7.	MT 231	Artificial Intelligence for Media	3
8.	MT332	Social Media and Society	3
9.	MT481	Media Distribution for Film and Television	3
10.	MT482	Digital Media Production Management	3
11.	MT485	Media Technology	3
12.	MT484	Data Journalism Management	3
13.	MT483	Understanding Media Industries	3
14.	MC491	Online Journalism	3
15.	MT492	Content Acquisition, Distribution, and Strategy	33

List of Course for Title Change

Code	Course	Credit Hours	Category
MT 471	Crisis Communication	3 (2+1)	Major

List of Courses Deleted

Code	Course	Credit Hours	Category
SOC 102	Understanding Society and Socio-cultural dynamics	3	General
IM471	Development Communication	3	Major

List of Courses for Change of Credit Hours

Code	Course	Existing Credit Hours	Suggested change in Credit Hours	Category
MG224	Innovation and Entrepreneurship	3	2	General
POL	Pakistan Ideology, Constitution and Society	3	2	General
M112	Pakistan Studies	3	2	General
ISL112	Islamic Thoughts & Perspectives	3	2	General

List of Courses Suggested

Code	Course	Credit Hours	Category
HM112	Pakistan Studies	2	General
PSY101	Introduction to Psychology	3	Allied
SC160	Introduction to Sociology	3	Allied
QM111	Quantitative skills and Reasoning	3	General
	Fehm-e-Quran I	1	General
	Fehm-e-Quran II	1	General
MC212	AI and Data Analytics	3(2+1)	Allied
MC214	Media Information Literacy	3(2+1)	Major
MT486	Media Budgeting and Financial Management	3(2+1)	Major
MT216	Global Media Business	3(2+1)	Major
MC215	Audience Analytics & Research	3(2+1)	Major
MC213	Content Strategy & Monetization	3(2+1)	Major

○ **It is hereby certified** that the General Education Courses have been incorporated into the roadmap of _____ in accordance with the Undergraduate 2.0 Policy, duly approved by Academic Council vide Meeting No. _____ dated _____.

○ **The General Education Courses are not compliant** with the Undergraduate 2.0 Policy due to the requirements of the respective Accreditation Council, as detailed below:

UG 2.0			Deviation		Reason
Sr	Course Title	Cr Hrs	Course Title	Cr Hrs	
1					

2					

Head of Program

Dean concerned

Director AAQIC

Registrar

Compliance Certificate for UG 2.0

It is hereby certified that the General Education Courses have been incorporated into the roadmap of _____ in accordance with the Undergraduate 2.0 Policy, duly approved by Academic Council vide Meeting No. ___41 ___ dated __11 August 2025_____.

The General Education Courses are not compliant with the Undergraduate 2.0 Policy due to the requirements of the respective Accreditation Council, as detailed below:

	UG 2.0		Deviation		Reason
Sr	Course Title	Cr Hrs	Course Title	Cr Hrs	

1						
2						

Head of Program

Dean concerned

Director AAQIC

Registrar