

University of Management & Technology, Lahore
School of Media and Communication Studies
Office of the Registrar, Johar Town C-II Lahore, Ph. #: 042-35212820
PERFORMA FOR REVISION OF EXISTING BS PROGRAM
Program Name: BS in Immersive Media and Digital 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

The Bachelor of Science in Immersive Media and Digital Communication (BS IMDC) is a cutting-edge degree program designed to equip students with the skills and knowledge needed to excel in the rapidly evolving fields of digital media and immersive technologies. This program combines theoretical foundations with practical applications, focusing on the creation, management, and analysis of immersive digital content across various platforms.

Students engage with advanced technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), learning to design and develop engaging, interactive experiences. The curriculum also emphasizes digital content creation, multimedia storytelling, and strategic communication, preparing students to craft compelling messages and effective campaigns across digital media.

Learning outcomes include proficiency in using immersive technologies, expertise in creating high-quality digital content, and the ability to develop and implement strategic communication plans. Additionally, graduates gain critical analytical skills to assess the impact of digital media initiatives, a strong understanding of ethical considerations, and the ability to collaborate effectively on complex projects. Overall, the program aims to prepare students for dynamic careers in media production, digital marketing, and immersive technology, while fostering adaptability and a commitment to lifelong learning in a constantly changing industry.

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

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) | 63 |
| Technical Electives: (Credit Hours) | NIL |
| General Electives: (Credit Hours) | 21 |
| Supporting Science: (Credit Hours) | 12 |
| Internship & Final Year Project 3+3 | 6 |
| 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

| 1st 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 231 | 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 |

| | | | | | | | |
|------------------------------|---|-----------|---------|------------------------------|--|-----------|---------|
| EC 270 | Issues in; Economy and Development Economics | 3 | Allied | MC 241 | Video Productio n | 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 | Understan ding of Quran II | 1 | General |
| | | | | MG 224 | Innovatio n and Entrepren eurship | 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 |
| IM 351 | Introduction to Immersive Technologies | 3 (1+2) | Major | IM 361 | AR and VR applications in Social Media Campaigns | 3 (1+2) | Major |
| MC347 | Digital Photography & Editing | 3 (1+2) | Major | IM 474 | Digital Media Marketing | 3 (1+2) | Major |
| IM349 | Narrative & Documentary | 3 (1+2) | Major | MC 242 | Graphic Design | 3 (1+2) | Major |
| MC 309 | Communication Theories | 3 | Major | IM 352 | Virtual Pre- Production | 3 (1+2) | Major |
| IM350 | Digital Media and Podcast Production | 3 (1+2) | Elective | MC349 | Media Research Method | 3 | Major |

| MC214 | Media Information Literacy | 3 (1+2) | Major | MT 363 | Fact Checking Techniques | 3 (1+2) | Elective |
|------------------------------|---|-----------------|-----------------------------------|------------------------------|------------------------------------|----------------|-----------------------------------|
| Semester Credit Hours | | 18 | | Semester Credit Hours | | 18 | |
| 4th Year | | | | | | | |
| Fall Semester | | | | Spring Semester | | | |
| Code | Course Title | Cr. Hrs. | Category/ Prerequisite | Code | Course Title | Cr. Hrs | Category/ Prerequisite |
| IM 363 | Immersive Storytelling and Narrative Design | 3 (1+2) | Elective | MC 4822 | Internship | 3 | Compulsory |
| IM 475 | VR & 360 Production | 3 (1+2) | Major | MC 4821 | Final Year Project | 3 | Compulsory |
| IM 473 | Animation-I | 3 (1+2) | Major | IM 354 | Animation-II | 3 (1+2) | Major |
| IM 353 | AR and VR applications in Media Industry | (2+1) 3 | Major | | Immersive Media Editing Techniques | 3 (1+2) | Major |
| IM 352 | Immersive Media: Audio Design | 3 (1+2) | Elective | IM 364 | Coop- Program | 6 | Optional |
| IM 476 | SEO and Google Ads | 3 (1+2) | Elective | | | | |
| IM 363 | Immersive Storytelling and Narrative Design | 3 (1+2) | Elective | | | | |
| Semester Credit Hours | | 18 | | Semester Credit Hours | | 12 | |

Total Credit Hours: 137

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 | 3 (2+1) | 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 | | 17 | |

| 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 II | 3 | General | EN 125 | English II | 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 | 3 (2+1) | School Core Course | MC 122 | Journalistic Language and Practices | 3 (2+1) | Major |
| SD 222 | Foreign Language | 3 | General | SD 222 | Foreign Language | 2 | General |
| | | | | | Think AI | 2 | General |
| MC 123 | Intro to Film and Theater | 3 (2+1) | School Core Course | SD 210 | Civic and Community Engagement | 2 | General |
| Semester Credit Hours | | 18 | | Semester Credit Hours | | 18 | |

| 2 nd Year | |
|--|--|
| Old Roadmap | Proposed Roadmap |
| Fall Semester (3 rd Semester) | Fall Semester (3 rd Semester) |

| Code | Course Title | Cr. Hrs. | Prerequisite | Code | Course Title | Cr. Hrs. | 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, Constitution and Society | 2 | General |

| | | | | | | | |
|------------------------------|------------------|-----------|--------------------|------------------------------|---------------------------------|-----------|---------|
| 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 | MC211 | 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 th Semester) | | | | Fall Semester (5 th Semester) | | | |
| Code | Course Title | Cr. Hrs. | Category/ Prerequisite | Code | Course Title | Cr. Hrs. | Category/ Prerequisite |
| IM 351 | User Interface & User Design | 3 (2+1) | Major | IM 351 | Introduction to Immersive Technologies | 3 (1+2) | Major |
| IM 352 | Virtual Pre-Production | 3 (2+1) | Major | MC347 | Digital Photography & Editing | 3 (1+2) | Major |
| MC 356 | Development Communication | 3 | School Core Course | IM349 | Narrative & Documentary | 3 (1+2) | Major |
| MC 309 | Communication Theories | 3 | School Core Course | MC 3519 | Communication Theories | 3 | Major |
| IM 353 | Virtual reality and Augmented Reality Development | 3 (2+1) | Major | IM350 | Digital Media and Podcast Production | 3 (1+2) | Elective |
| IM 354 | 3D modeling and Animation | 3 (2+1) | Major | MC214 | Media Information Literacy | 3 (1+2) | Major |

| | | | | | |
|------------------------------|-----------|--|------------------------------|-----------|--|
| Semester Credit Hours | 18 | | Semester Credit Hours | 18 | |
|------------------------------|-----------|--|------------------------------|-----------|--|

| 3rd Year | | | | | | | |
|--|---|-----------------|-------------------------------|--|--|-----------------|-------------------------------|
| Old Roadmap | | | | Proposed Roadmap | | | |
| Spring Semester (6th Semester) | | | | Spring Semester (6th Semester) | | | |
| Code | Course Title | Cr. Hrs. | Category/ Prerequisite | Code | Course Title | Cr. Hrs. | Category/ Prerequisite |
| IM 361 | Web Design | 3 (2+1) | Major | IM 361 | AR and VR applications in Social Media Campaigns | 3 (2+1) | Major |
| IM 365 | Data Visualizations and Analytics | 3 (2+1) | Major | IM 474 | Digital Media Marketing | 3 (2+1) | Major |
| IM 363 | Immersive Storytelling and Narrative Design | 3 (2+1) | Major | MC 242 | Graphic Design | 3 (2+1) | Major |
| IM 364 | Immersive Media Editing Techniques | (2+1) 3 | Major | IM 352 | Virtual Pre-Production | 3 (2+1) | Major |
| MC349 | Media Research Method | 3 | School Core Course | MC351 5 | Media Research Method | 3 | Major |
| MT 363 | Fact Checking Technology | 3 (2+1) | Major | MT 363 | Fact Checking Techniques | 3 (2+1) | Elective |
| Semester Credit Hours | | 18 | | Semester Credit Hours | | 18 | |

| |
|----------------------------|
| 4th 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 |
| IM 471 | Mobile Application Technology | 3 (2+1) | Major | IM 363 | Immersive Storytelling and Narrative Design | 3 (1+2) | Elective |
| IM 472 | Digital Game Applications | 3 (2+1) | Major | IM 475 | VR & 360 Production | 3 (1+2) | Major |
| IM 473 | Visual Effects | 3 (1+2) | Major | IM 473 | Animation-I | 3 (1+2) | Major |
| IM 474 | Digital Media Marketing | 3 (1+2) | Major | IM 353 | AR and VR applications in Media Industry | (2+1) 3 | Major |
| IM 475 | VR & 360 Production | 3 (1+2) | Major | IM 352 | Immersive Media: Audio Design | 3 (1+2) | Elective |
| IM 476 | SEO and Google Ads | 3 (2+1) | Major | IM 476 | SEO and Google Ads | 3 (1+2) | Elective |
| Semester Credit Hours | | 18 | | Semester Credit Hours | | 18 | |

| 4 th Year | | | | | | | |
|--|-----------------------|----------|---------------------------|---------|--|----------|---------------------------|
| Old Roadmap | | | | | Proposed Roadmap | | |
| Spring Semester (8 th Semester) | | | | | Spring Semester (8 th Semester) | | |
| Code | Course Title | Cr. Hrs. | Category/ Prerequisite | Code | Course Title | Cr. Hrs. | Category/ Prerequisite |
| MC 484 | Internship | 3 | Major | MC 4822 | Internship | 3 | Compulsory |
| MC 482 | Final Year Project | 3 | Major | MC 4821 | Final Year Project | 3 | Compulsory |
| IM 481 | Portfolio Development | 3 (2+1) | Major | IM 354 | Animation-II | 3 (1+2) | Major |

| | | | | | | | |
|------------------------------|--------------|-----------|----------|------------------------------|------------------------------------|-----------|----------|
| | Coop-Program | | Optional | | Coop- Program | 6 | Optional |
| | | | | IM 364 | Immersive Media Editing Techniques | 3 (1+2) | Major |
| Semester Credit Hours | | 09 | | Semester Credit Hours | | 12 | |

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

BS Immersive Media and Digital

List of Elective Courses

| No | Course Code | Course Title | Credit HRS |
|----|-------------|---------------------------------------|------------|
| 1. | IM 231 | Mobile Journalism | 2+1 (3) |
| 2. | MT 231 | Artificial Intelligence for Media | 3 |
| 3. | IM 471 | Mobile Application Technology | 3 (2+1) |
| 4. | IM 351 | User Interface & User Design | 3 (2+1) |
| 5. | IM 361 | Web Design | 3 (2+1) |
| 6. | MT 363 | Fact Checking Technology | 3 (2+1) |
| 7. | IM 352 | Virtual Pre-Production | 3 (2+1) |
| 8. | IM421 | One Man Video Production | 3 (2+1) |
| 9. | IM422 | Digital Technology and Politics | 3 (2+1) |
| 10 | IM423 | Introduction to OTT Platforms | 3 (2+1) |
| 11 | IM433 | Digital Documentary Production | 3 (2+1) |
| 12 | IM434 | Film Analysis-Contemporary Cinema | 3 (2+1) |
| 13 | IM445 | Immersive Programming Techniques | 3 (2+1) |
| 14 | IM446 | Creative Design Practice | 3 (2+1) |
| 15 | IM448 | YouTube Business | 3 (2+1) |
| 16 | IM450 | Digital Photography and Image Editing | 3 (2+1) |

| | | | |
|----|-------|--------------|---------|
| 17 | IM452 | Free Lancing | 3 (2+1) |
|----|-------|--------------|---------|

List of Courses Deleted

| Code | Course | Credit Hours | Category |
|---------|---|--------------|----------|
| SOC 102 | Understanding Society and Socio-cultural dynamics | 3 | General |
| IM471 | Mobile Application Technology | 3 (2+1) | Major |
| IM365 | Web Design | 3 (2+1) | Major |
| IM365 | Data Visualization and Analytics | 3 (2+1) | Major |
| | | | |

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 |
| IM352 | Immersive Media: Audio Design | 3(2+1) | Major |
| IM363 | Immersive Storytelling and Narrative Design | 3(2+1) | Major |
| MC214 | Media Information Literacy | 3(2+1) | Major |
| IM349 | Narrative & Documentary | 3(2+1) | Major |
| IM350 | Digital Media and Podcast Production | 3(2+1) | Major |
| IM473 | Animation I | 3(2+1) | Major |
| IM354 | Animation II | 3(2+1) | Major |

| | | | |
|-------|--|--------|-------|
| IM353 | AR and VR applications in Media Industry | 3(2+1) | Major |
| IM361 | AR and VR applications in Social Media Campaigns | 3(2+1) | Major |
| IM351 | Introduction to Immersive Technologies | 3(2+1) | 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 |
| ISL | Islamic Thoughts & Perspectives | 3 | 2 | General |
| ISI 135 | Health and Wellbeing | 3 | 2 | General |

List of Courses for Title change

| Code | Existing Course Title | Suggested New Course Title | Credit Hours | Category |
|-------|--|-----------------------------------|--------------|----------|
| MC122 | Journalist Urdu Language and Practices | Journalist Language and Practices | 3 | Major |
| MC348 | Journalistic Language and Writing | Opinion and Editorial Writing | 3 | Major |
| MC374 | History and Structure of Political parties of Pakistan | Media and Politics | 3 | Elective |

○ 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