

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 and 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:

The field of Media and Communication is rapidly expanding within the social sciences, creating a significant demand for skilled professional's adept in diverse communication mediums. As the media industry leads the global communication revolution, a society rich in information is crucial for the socio-political and economic stability of any nation. Effective management of information plays a critical role in maintaining this stability.

To address both current and future communication needs in the dynamic Pakistani context, the School of Media and Communication Studies has introduced a newly designed 4-year undergraduate program. Our objective is to prepare students to excel in the media and communications industry, enabling them to embark on their careers with confidence in the skills and knowledge acquired at UMT.

Learning Outcomes

Upon completion, students will be able to:

- Analyze and interpret media content and its impact on society.
- Develop and implement effective communication strategies.
- Produce and manage high-quality multimedia content.
- Utilize digital tools and platforms to enhance media and communication efforts.
- Conduct research and apply findings to real-world communication challenges.

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)	63
Technical Electives: (Credit Hours)	NIL
General Electives: (Credit Hours)	21
Supporting Science: (Allied/Interdisciplinary Courses) (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. F2025 Session __ Fall 2025 _____

1 st Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
EN 111	English 01	3	General	SD 210	Civic and Community Engagement	2	General
MC 123	Intro to Film and Theater	(2+1) 3	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	(2+1) 3	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.	Prerequisite	Code	Course Title	Cr. Hrs	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
ECO 202	Issues in; Economy and Development Economics	3	Allied	MC 241	Video Production	(2+1) 3	Major
MC 121	Media, History, Laws and Ethics	3	Major	MC212	AI and data Analytic in Media	(2+1) 3	Allied
MC270	Fundamentals of News Reporting	(2+1) 3	Major	CH 211	Everyday Science	2	General
ITC711	Understanding of Quran I	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.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
MC 356	Development Communication	(2+1) 3	Elective	MC 349	Media Research Methods	3	Major
MC 369	Broadcast Production	(2+1) 3	Elective	MC 372	Digital Radio & Podcast Production	(1+2) 3	Major
MC 347	Digital Photography and Editing	(2+1) 3	Major	MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major
MC384	Opinion and Editorial Writings	(2+1) 3	Major	MT 363	Fact Checking Techniques	2+1 (3)	Elective
MC 309	Communication Theories	3	Major	MC 374	Media and Politics	3	Elective
MC214	Media Information Literacy	(2+1) 3	Major	MC 242	Graphic Design	2+1 (3)	Major
				SD 102	21 st Century Skills	No credit	Compulsory
Semester Credit Hours		18		Semester Credit Hours		18	
4 th Year							
Fall Semester				Spring Semester			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
MC 471	Advertising and PR Campaigns	3 (2+1)	Major	MC478	Media Planning & Buying	3 (2+1)	Major
MC 472	National and International Affairs	3	Major	MC 482	Project	3 (1+2)	Compulsory
TBA	Copy Editing and Digital Designing	3 (2+1)	Major	MC 483	Research Writings	No credit	Compulsory
MC454	News Production & Current Affairs	3 (2+1)	Major	MC 484	Internship	3	Compulsory

MC451	Post Production	3 (2+1)	Major		COOP Program	6	Optional
MC 453	Research Report	3 (2+1)	Major	MC375	Media Seminar	3	Elective
SD100	English Immersion	No credit	Compulsory				
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		
Furniture		
Equipment		
Library (Books and Journals, etc)		
Laboratories		

Comparison of Roadmap

1st Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (1st Semester)				Fall Semester (1st Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	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		17	

1 st Year							
Old Roadmap				Proposed Roadmap			
Spring Semester (2 nd Semester)				Spring Semester (2 nd Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	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	(2+1) 3	School Core Course	MC 122	Journalistic Language and Practices	(2+1) 3	Major
					Think AI	2	General
SD 222	Foreign Language	3	General	SD 222	Foreign Language	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		18	
nd Year							
Old Roadmap				Proposed Roadmap			
Fall Semester (3rd Semester)				Fall Semester (3rd 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	(2+1) 3	Major	MC 121	Media, History, Laws and Ethics	3	Major
IM 231	Mobile Journalism	3 (2+1)	Major	MC270	Fundamentals of News Reporting	(2+1) 3	Major
					Fehm-E-Quran-II	1	General
Semester Credit Hours		18		Semester Credit Hours		18	

2nd Year	
Old Roadmap	Proposed Roadmap
Spring Semester (4th Semester)	Spring Semester (4th Semester)

Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	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	(2+1) 3	Major
MC 242	Graphic Design.	(2+1) 3	School Core Course	MC212	AI and data Analytic in Media	(2+1) 3	Allied
CH 211	Everyday Science	(2+1) 3	General	CH 211	Everyday Science	2	General
				MG 224	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			
Spring Semester (5 rd Semester)				Spring Semester (5 rd Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 356	Development Communication	(2+1) 3	School Core Course	MC 356	Development Communication	(2+1) 3	Elective
MC 369	Broadcast Production	(2+1) 3	Major	MC 369	Broadcast Production	(2+1) 3	Elective
MC 347	Digital Photography and Editing	(2+1) 3	Major	MC 347	Digital Photography and Editing	(2+1) 3	Major
MC 348	Journalistic Language and writing	(2+1) 3	Major	MC384	Opinion and Editorial Writings	(2+1) 3	Major

MC 309	Communication Theories	3	School Core Course	MC 309	Communication Theories	3	Major
MC 375	Contemporary Mass Media	3	Major	MC214	Media Information Literacy	(2+1) 3	Major
Semester Credit Hours		18		Semester Credit Hours		18	
Semester Credit Hours							
Old Roadmap				Proposed Roadmap			
Spring Semester (6rd Semester)				Spring Semester (5rd Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 349	Media Research Methods	3	School Core Course	MC 349	Media Research Methods	3	Major
MC 372	Digital Radio Production	(1+2) 3	Major	MC 372	Digital Radio & Podcast Production	(1+2) 3	Major
MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major	MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major
MT 363	Fact Checking Technology	2+1 (3)	Major	MT 363	Fact Checking Techniques	2+1 (3)	Elective
MC 374	History and Structure of Political Parties of Pakistan	3	Major	MC 374	Media and Politics	3	Elective
MC 376	Media Seminar	3	Major	MC 242	Graphic Design	2+1 (3)	Major
SD 102	21 st Century Skills	No credit	Compulsory	SD 102	21 st Century Skills	No credit	Compulsory
Semester Credit Hours		18		Semester Credit Hours		18	

4 th Year							
Old Roadmap				Proposed Roadmap			
Spring Semester (7 th Semester)				Spring Semester (7 th Semester)			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 471	Advertising and PR Campaigns	3 (2+1)	Major	MC 471	Advertising and PR Campaigns	3 (2+1)	Major
MC 472	National and International affairs	3	Major	MC 472	National and International Affairs	3	Major
MT 473	Editing and Digital Designing	3 (2+1)	Major	MT473	Copy Editing and Digital Designing	3 (2+1)	Major
MC 473	Advance Reporting and Interviewing technique	3 (2+1)	Major	MC454	News Production & Current Affairs	3 (2+1)	Major
MC 474	Media and Society	3	Major		Post Production	3 (2+1)	Major
SD100	English Immersion	No credit	Compulsory	MC 453	Research Report	3 (2+1)	Major
				SD100	English Immersion	No credit	Compulsory
Semester Credit Hours		15		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.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 453	Research Report	3 (2+1)	Major	MC478	Media Planning & Buying	3 (2+1)	Major

MC 482	Project	3 (1+2)	Major	MC 482	Project	3 (1+2)	Compulsory
MC 483	Research Writings	No credit	Compulsory	MC 483	Research Writings	No credit	Compulsory
MC 484	Internship	3	Major	MC 484	Internship	3	Compulsory
	COOP Program		Optional		COOP Program	6	Optional
				MC375	Media Seminar	3	Elective
Semester Credit Hours		9		Semester Credit Hours		12	

Total Credit Hours: 137

Summary of revisions suggested in the roadmaps

List of Elective with Course Code

BS Media and Communication

No	Course Title	Credit HRS	Existing Code	Suggested Codes
1.	Strategic Media Management	(2+1) 3	MT 4820	MT472
2.	Media and Society	3	MC 4915	MC474

3.	Broadcast Production	(2+1) 3	MC 3517	MC356
4.	Media Seminar	3	MC 3516	MC376
5.	Mobile Journalism	3 (2+1)	IM 2328	IM231
6.	Artificial Intelligence for Media	3	MT 2323	MT231
7.	Data Journalism	(2+1) 3	N/A	MC379
8.	Cinematography	(2+1) 3	N/A	MC470
9.	Multicamera Production	(2+1) 3	N/A	MC489
10.	Film Analysis-Contemporary Cinema	3 (2+1)	N/A	MC490
11.	Online Journalism	3 (2+1)	N/A	MC491
12.	Sub Editing and Design	(2+1) 3	N/A	MC492
13.	Technology and Society	3	N/A	MC493

List of Courses Deleted

Code	Course	Credit Hours	Category
SOC 102	Understanding Society and Socio-cultural dynamics	3	General
MC375	Contemporary Mass Media	3	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
MC454	News Production and current Affairs	3 (2+1)	Major
MC478	Media Planning and Buying	3 (2+1)	Major
MC214	Media Information Literacy	3 (1+2)	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
ISI135	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 (2+1)	Major
MC348	Journalistic Language and Writing	Opinion and Editorial Writing	3 (2+1)	Major
MC374	History and Structure of Political parties of Pakistan	Media and Politics	3	Elective
MC473	Copy Editing and Digital Designing	Copy Editing and Digital Designing	3(2+1)	Major

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. _____ 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