

Revised Scheme of Studies/ Curriculum & Course Outlines for *BS Institute of Media & Communication Studies* (8 Semesters of 120 Credit Hours) for Morning & Evening Programs under Semester System at Institute of Media & Communication Studies, Sub-Campuses along with Affiliated Colleges from Session 2020-2024 & onwards)

FIRST SEMESTER

MCA-101	General Science	Natural science 1	3- Credit Hours
MCA -103	Principles of Economics	Social science 1	3- Credit Hours
MCA -105	Basic Mathematics	Quantitative Reason 1	3- Credit Hours
MCA -107	Functional English	Expository Writing 1	3- Credit Hours
MCA -109	Introduction to Mass Communication	Minor 1	3- Credit Hours

SECOND SEMESTER

MCA -102	Environmental Science	Natural science 2	3- Credit Hours
MCA -104	Basic Statistics	Quantitative Reason 2	3- Credit Hours
MCA -106	Journalistic Writing	Minor 2	3- Credit Hours
MCA -108	Introduction to History	Arts & Humanities 1	3- Credit Hours
MCA -110	English Communication & Writing Skills	Expository Writing 2	3- Credit Hours

THIRD SEMESTER

MCA -201	Political Science	Social Science 2	3- Credit Hours
MCA -203	Pakistan Studies	Civilization Course 1	3- Credit Hours
MCA -205	Computer Applications	Distribution 1	3- Credit Hours
MCA -207	Optional 1	Optional 1	3- Credit Hours
MCA -209	Advanced Academic Writing Skills	Expository Writing 3	3- Credit Hours

FORTH SEMESTER

MCA -202	Mass Media in Pakistan	Minor 3	3- Credit Hours
MCA -204	International Relations	Distribution 2	3- Credit Hours
MCA -206	Introduction to Philosophy	Arts & Humanities 2	3- Credit Hours
MCA -208	Optional 2	Optional 2	3- Credit Hours
MCA -210	Islamic Studies/Religious Studies (for non-Muslim Students)	Civilization Course 2	3- Credit Hours

LIST OF OPTIONAL COURSES

- I Principles of Psychology
- II Principles of Sociology
- III Public Administration
- IV Gender Studies

FIFTH SEMESTER

MCA -301	News Reporting & Writing	Major Course 1	3- Credit Hours
MCA -303	Introduction to Electronic Media	Major Course 2	3- Credit Hours
MCA -305	Feature Column & Editorial Writing (Theory & Practice)	Major Course 3	3- Credit Hours
MCA -307	Online Journalism	Major Course 4	3- Credit Hours
MCA -309	Research Methods-I	Major Course 5	3- Credit Hours

SIXTH SEMESTER

MCA -302	Sub Editing & Page Designing (Theory & Practice)	Major Course 6	3- Credit Hours
MCA -304	Theories of Communication-I	Major Course 7	3- Credit Hours
MCA- 306	Introduction to Advertising & Public Relations	Major Course 8	3- Credit Hours
MCA -308	Research Methods-II	Major Course 9	3- Credit Hours
MCA -310	Development Communication	Major Course 10	3- Credit Hours

SEVENTH SEMESTER

MCA -401	Media Seminar	Major Course 11	3- Credit Hours
MCA -403	Theories of Communication-II	Major Course 12	3- Credit Hours
MCA -405	Media Ethics & Laws	Major Course 13	3- Credit Hours
MCA -407	Elective I Specialization	Major Course 14	3- Credit Hours
MCA -409	Elective II Specialization	Major Course 15	3- Credit Hours

EIGHTH SEMESTER

MCA -402	Media Management & Marketing	Distribution 3	3- Credit Hours
MCA -404	Media in SAARC Countries	Minor 4	3- Credit Hours
MCA -406	Elective III Specialization	Major Course 16	3- Credit Hours
MCA -408	Elective IV Specialization	Major Course 17	3- Credit Hours
MCA -410	Research Report/Project	Major Course 18	3- Credit Hours

Elective Courses (Leading to Specialization)

Choose from any one of the following groups

Group-A (Print Media)

- I Advanced Reporting
- II Newspaper Production
- II Advanced Sub-Editing
- IV Magazine and Book Production

Group-B (Electronic Media)

- I Radio News Reporting and Production
- II TV News Reporting and Production
- II Radio Programme Production
- IV TV Programme Production

Group-C (Advertising and Public Relations)

- I Advertising-I
- II Public Relations-I
- III Advertising-II
- IV Public Relations-II

Group-D (Organizational Communication)

- I Organizations and Organizational Behavior
- II Business & Marketing Communication
- III Business Writings
- IV Managerial Communication

Note

1. For Practical Learning Requirement, every student shall have to complete and qualify Internship of at least 9 weeks duration after the completion of their fourth semester during the summer for getting Associate Degree or BS degree.
2. There will be 50 marks for writing the Internship report and 50 marks will be reserved for the Internship viva voce. Moreover, the qualifying marks for Non-credit Internship will be 50 out of 100 marks.
3. A student admitted to the BS Program may exit with an Associate Degree in Social Sciences (Communication Studies) after passing out first four semesters with the qualifying condition of Internship or switch to other BS Programs provided that if the student meets the admission requirement of the concerned Department/Institute/School/College.
4. Those students of BS program who fail to pass all the courses of General Education Requirements by the end of the fourth semester will not be promoted to fifth semester.

Summary of BS Economics Courses/ Associate Degree Program Courses as per HEC Policy

Categories	Number of Courses in BS Communication Studies/ AD Program	Number of Courses as per HEC Policy
Breadth Courses		
Arts & Humanities	02	02
Natural Science	02	02
Social Science	02	02
Foundational/ Functional Skills Courses		
Quantitative Reasoning	02	02
Expository Writing	03	03
Civilizational Courses		
Religious Studies	01	01
Pakistan Studies	01	01
Optional Courses in first 4 Semesters		
Optional Courses	02	02
Distributional Courses (Allied or Complementary Courses/ Disciplines)		
Distributional Courses	03	06
Major/ Minor Courses in BS Economics		
Minor Courses	04	Minimum 04
Major Courses	18	13-18
Total Courses	40	40
Total Credit Hours	120	120