

Bachelor of Studies in Digital Media & Broadcast Journalism

Semester 1

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-501	Introduction to Mass Communication	3 (3-0)	Major
2	DBJ-502	Media Language & Communication	3 (3-0)	Major
3	ICP-501	Ideology & Constitution of Pakistan	2 (2-0)	General Education
4	ARB-500	Arts & Humanities* (Arabic Language)	2 (2-0)	General Education
5	ENG-501	Functional English	3 (3-0)	General Education
6	ISL-501	Islamic Studies / Ethics (for non-Muslims)	2 (2-0)	General Education
7	ICT-501	Applications of ICT	3 (2-1)	General Education
		Total Credit Hours	18	

Semester 2

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-503	Online Journalism	3 (3-0)	Major
2	DBJ-504	Mass Media in Pakistan	3 (3-0)	Major
3	SOC-500	Social Science** (Introduction to Sociology)	2 (2-0)	General Education
4	QRE-501	Quantitative Reasoning – I	3 (3-0)	General Education
5	ENG-502	Expository Writing	3 (3-0)	General Education
6	PKS-501	Pakistan Studies	2 (2-0)	General Education
7	UHQ-501	Understanding of Holy Quran - I	1 (0-1)	General Education
		Total Credit Hours	17	

Semester 3

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-505	News Writing & Reporting	3 (3-0)	Major
2	DBJ-506	Media Ethics & Laws	3 (3-0)	Major

3	DBJ-507	Visual Communication	3 (3-0)	Major
4	ES-501	Natural Science *** (Environmental Science)	3 (3-0)	General Education
5	QRE-502	Quantitative Reasoning – II	3 (3-0)	General Education
6	CCE-501	Civics & Community Engagement	2 (2-0)	General Education
7	UHQ-502	Understanding of Holy Quran - II	1 (0-1)	General Education
		Total Credit Hours	18	

Semester 4

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-508	Introduction to Broadcast Media	3 (3-0)	Major
2	DBJ-509	Radio Production	3 (3-0)	Major
3	DBJ-510	Television Production	3 (3-0)	Major
4	DBJ-511	Videography	3 (3-0)	Major
5	IAI-501	Interdisciplinary Course – I (Introduction to Artificial Intelligence)	3 (3-0)	Interdisciplinary (Mandatory)
6	ENT-501	Entrepreneurship	2 (2-0)	General Education
		Total Credit Hours	17	

Semester 5

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-601	Development Communication	3 (3-0)	Major
2	DBJ-602	Investigative Journalism	3 (3-0)	Major
3	DBJ-603	Digital Storytelling	3 (3-0)	Major
4	POL-501	Interdisciplinary Course – II (Introduction to Political Science)	3 (3-0)	Interdisciplinary
5	IIR-501	Interdisciplinary Course – III (Introduction International Relations)	3 (3-0)	Interdisciplinary
6	DBJ-604	AI & Data Analytics in Media	3 (3-0)	Interdisciplinary
		Total Credit Hours	18	

Semester 6

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-605	Multimedia Production	3 (3-0)	Major
2	DBJ-606	Media Management	3 (3-0)	Major
3	DBJ-607	Broadcast Journalism	3 (3-0)	Major
4	DBJ-608	Global Communication	3 (3-0)	Major
5	DBJ-609	Social Media Marketing	3 (3-0)	Major
		Total Credit Hours	15	

Semester 7

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-610	Elective – I	3 (3-0)	Major
2	DBJ-611	Elective – II	3 (3-0)	Major
3	DBJ-612	Elective – III	3 (3-0)	Major
4	DBJ-613	Elective – IV	3 (3-0)	Major
5	DBJ-614	Internship	3	Internship
		Total Credit Hours	15	

Semester 8

S.N	Course Code	Course Title	Credit Hours	Category
1	DBJ-615	Media Seminar	3 (3-0)	Major
2	DBJ-616	Elective – V	3 (3-0)	Major
3	DBJ-617	Elective – VI	3 (3-0)	Major
4	DBJ-618	Elective – VII	3 (3-0)	Major
5	DBJ-619	Capstone	3	Capstone
		Total Credit Hours	15	

Interdisciplinary courses List

- Introduction to Psychology
- Climate Change
- Conflict Studies & Peacebuilding
- Demography & Population Studies
- Human Rights & Social Justice
- Introduction to Anthropology
- Introduction to Cultural Studies
- Introduction to Development Studies
- Introduction to Economics
- Introduction to Gender Studies
- Introduction to Geography
- Introduction to Global History
- Introduction to Human Geography
- Introduction to International Relations
- Introduction to Political Science
- Introduction to Public Administration
- Introduction to Social Work
- Public Policy & Governance
- Sustainable Development
- Technology & Society
- Urbanization & Society

The interdisciplinary courses will be offered subject to the availability of the course instructor.

Specializations:

1- Digital Media Production

- 360-Degree Video Production
- Advanced Video Editing Techniques
- Animation & Motion Graphics
- Digital Media Analytics
- VR & AR Production
- Podcasting
- Scriptwriting for Digital Media

2- Electronic Media

- Advanced TV News Production
- Documentary Filmmaking
- Radio Hosting
- Sound Design
- Cinematography & Lighting
- Set Designing

3- Journalism

- Citizen Journalism
- Crisis & War Reporting
- Environmental Journalism
- Feature Writing
- Investigative Journalism
- Political Reporting