

**CURRICULUM OF
MEDIA AND COMMUNICATION STUDIES**

(2023)



**RAWALPINDI WOMEN UNIVERSITY,
RAWALPINDI**

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1. Program Objectives and Outcomes

The Department of Media and Communication Studies of Rawalpindi Women University is offering BS four years Program keeping the following objectives and outcomes in view:

Objectives

- To train the students to acquire appropriate communication skills for effective transmission of values, information, beliefs, customs, traditions and ideas to a large, various audience within the context of media technology.
- To have advanced knowledge of media industries (nationally and internationally), media laws and ethics, news writing and program production.
- To impart training to the students in various fields of Mass Media i.e., Electronic Media, Print Media, Advertising and Public Relations.
- To develop the culture of research in order to develop analytical skills for interpretation of media contents.
- To combine the theory and practical for effective development and transmission of media messages.

Outcomes

After completing BS (FYDP) Media and Communication Studies the students will be able to:

1. Analyze, describe and interpret mass media content in the context of the local and the global society.
2. Apply the principles and laws of freedom of speech and press in communicating mass media content.
3. Explain the historical development of mass media industries in local and international context.
4. Write correctly and clearly in forms and styles appropriate for the mass media.
5. Develop the content for newspapers, magazines, television radio and internet.
6. Explain the history and development of the radio and entertainment industries and their impact on the global society.
7. Recognize how the organizational and economic nature of the contemporary television and cable industries shape the content of television.
8. Explain new media technologies and their potential impact on the broadcast, music and entertainment industries and audiences.
9. Apply broadcast and entertainment management skills in the workplace.
10. Apply convergent media technologies in the production of mass media content.

2. Admission Criteria for BS Media and Communication Studies

As per approved Admission Policy RWU notified vide Notification No. RWU/VC/01/341; dated: 10th March, 2023

3. Division and Distribution of Courses for BS Media and Communication Studies

Sr. #	Categories	No. of Courses	Credit Hours
1	General Education Courses	12	33
2	Major Courses	25	75
3	Interdisciplinary / Allied Courses	04	12
4	Field Experience / Internship	01	03
5	Capstone Project	01	06
6	Mandatory Courses (Quranic Translation Studies / Ethics)	04	04

- Total Credit Hours 133
- Duration 4 Years
- Semester Duration 16 - 18 Weeks
- Semesters 8
- Course Load Per Semester 15 - 18 Credit Hours

4. Scheme of Studies for BS Media and Communication Studies (Regular Batch)

Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
First	ENG-110	Functional English	General Education	Nil	3
	ISL-101/ ETH-101	Islamic Studies / Ethics	General Education	Nil	2
	QTS-101/ ETH-102	Quranic Translation Studies-I/ Ethics-II	Mandatory	Nil	1
	MTH-110	Quantitative Reasoning-I	General Education	Nil	3
	BFA-124	History of Ancient Civilizations (Arts & Humanities)	General Education	Nil	3
	SOC-101/ ANT-101	Introduction to Sociology/ Introduction to Anthropology	Interdisciplinary/ Allied	Nil	3
	MCM-121	Introduction to Mass Communication	Major	Nil	3
Total					18
Second	ENG-111	Expository Writing	General Education	Nil	3
	PAK-103	Ideology and Constitution of Pakistan	General Education	Nil	2
	STA-112	Quantitative Reasoning-II	General Education	Nil	3
	ENG 206	Introduction to Gender Studies (Social Sciences)	General Education	Nil	3
	POL-120/ POL-202	Introduction to Political Science / Introduction to Human Rights	Interdisciplinary/ Allied	Nil	3
	MCM-122	Mass Media in Pakistan	Major	Nil	3
Total					17
Third	CS-107	Application of Information and Communication Technologies	General Education	Nil	2
	CS-107 L	Application of Information and Communication Technologies (Lab)	General Education	Nil	1
	MGT-303	Entrepreneurship	General Education	Nil	3
	CCE-497	Civics and Community Engagement	General Education	Nil	2
	PHY-103	Applied Pysics (Natural Sciences)	General Education	Nil	2
	PHY-103L	Applied Pysics (Lab) (Natural Sciences)	General Education	Nil	1

	QTS-201/ ETH-201	Quranic Translation Studies-II/ Ethics-III	Mandatory	Nil	1
	PSY-103/ HE-102	Introduction to Psychology/ Food and Nutrition	Interdisciplinary/ Allied	Nil	3
	MCM-202	News Writing and Reporting	Major	Nil	3
	Total				18
Fourth	ENG-214/ MGT-436	Creative Writing/ Leadership and Team Management	Interdisciplinary/ Allied	Nil	3
	MCM-207	Mass Media and Society	Major	Nil	3
	MCM-204	Introduction to Broadcast Media	Major	Nil	3
	MCM-209	Introduction to Digital Media	Major	Nil	3
	MCM-305	Introduction to Film and Theatre	Major	Nil	3
	Total				15
Fifth	QTS-301/ ETH-301	Quranic Translation Studies-III/ Ethics-IV	Mandatory	Nil	1
	MCM-401	International Communication	Major	Nil	3
	MCM-313	Theories of Communication-I	Major	Nil	3
	MCM-315	Opinion Writing	Major	Nil	3
	MCM-301	Introduction to Advertising and Public Relations	Major	Nil	3
	MCM-203	Media Ethics and Laws	Major	Nil	3
	Total				16
Sixth	MCM-306 L	Graphic Design (Lab)	Major	Nil	3
	MCM-314	Theories of Communication-II	Major	Nil	3
	MCM-316	Research Methods-I	Major	Nil	3
	MCM-317	Development Communication	Major	Nil	3
	MCM-319	Online Journalism	Major	Nil	2
	MCM-319L	Online Journalism (Lab)	Major	Nil	1
	MCM-318	Introduction to Conflict Reporting	Major	Nil	3
	Total				18
Seventh	QTS-401/ ETH-401	Quranic Translation Studies-IV/ Ethics-V	Mandatory	Nil	1
	CP-499	Capstone Project	Mandatory	Nil	6*
	INT-498	Internship	Mandatory	Nil	3
	MCM-404	Photo Journalism	Major	Nil	3
	MCM-405	Media Management	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-435	Advertising-I	Major	MCM-301	2
	MCM-435L	Advertising-I (Lab)	Major	MCM-301	1
	MCM-436	Public Relations- II and Corporate Communication	Major	MCM-301	2
	MCM-436L	Public Relations- II and Corporate Communication (Lab)	Major	MCM-301	1
	2. BROADCAST MEDIA				

	MCM-425	Film Making	Major	Nil	1
	MCM-425L	Film Making (Lab)	Major	Nil	2
	MCM-426	Advance Media Production	Major	Nil	1
	MCM-426L	Advance Media Production (Lab)	Major	Nil	2
	Total				16
Eighth	CP-499	Capstone Project	Mandatory	Nil	6
	MCM-406	Regional Mass Media	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-437L	Advertising (Strategic Communication Project)	Major	MCM-301	3
	MCM-438L	Public Relations (Strategic Communication Project)	Major	MCM-301	3
	2. BROADCAST MEDIA				
	MCM-427	Documentary Production	Major	Nil	1
	MCM-427L	Documentary Production (Lab)	Major	Nil	2
	MCM-428L	Video Editing and Graphic Packaging for news and Current Affairs (Lab)	Major	Nil	3
	Total				15
Total Credit Hours: 133					

*Carried over

5. Scheme of Studies for BS Media and Communication Studies (Lateral Entry Annual System)

Curriculum 2023 (Lateral Entry-BA/BSc Degree Annual System) 50 C. Hr. Previous					
Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
Fifth	QTS-301/ ETH-301	Quranic Translation Studies-III/ Ethics-IV	Mandatory	Nil	1
	MCM-204	Introduction to Broadcast Media	Major	Nil	3
	MCM-401	International Communication	Major	Nil	3
	MCM-313	Theories of Communication-I	Major	Nil	3
	MCM-315	Opinion Writing	Major	Nil	3
	MCM-301	Introduction to Advertising and Public Relations	Major	Nil	3
	MCM-203	Media Ethics and Laws	Major	Nil	3
	Total				
Sixth	MCM-306 L	Graphic Design (Lab)	Major	Nil	3
	MCM-314	Theories of Communication-II	Major	Nil	3
	MCM-316	Research Methods-I	Major	Nil	3
	MCM-317	Development Communication	Major	Nil	3
	MCM-319	Online Journalism	Major	Nil	2
	MCM-319L	Online Journalism (Lab)	Major	Nil	1
	MCM-318	Introduction to Conflict Reporting	Major	Nil	3
	MCM-122	Mass Media in Pakistan	Major	Nil	3
Total					21
Summer	MCM-202	News Writing and Reporting	Major	Nil	3
	Total				
Seventh	QTS-401/ ETH-401	Quranic Translation Studies-IV/ Ethics-V	Mandatory	Nil	1
	CP-499	Capstone Project	Mandatory	Nil	6*
	INT-498	Internship	Mandatory	Nil	3
	MCM-404	Photo Journalism	Major	Nil	3
	MCM-405	Media Management	Major	Nil	3
	MCM-305	Introduction to Film and Theatre	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-435	Advertising-I	Major	MCM-301	2
	MCM-435L	Advertising-I (Lab)	Major	MCM-301	1
	MCM-436	Public Relations- II and Corporate Communication	Major	Nil	2

	MCM-436L	Public Relations- II and Corporate Communication (Lab)	Major	Nil	1
	2. BROADCAST MEDIA				
	MCM-425	Film Making	Major	Nil	1
	MCM-425L	Film Making (Lab)	Major	Nil	2
	MCM-426	Advance Media Production	Major	Nil	1
	MCM-426L	Advance Media Production (Lab)	Major	Nil	2
	Total				19
Eighth	CP-499	Capstone Project	Mandatory	Nil	6
	MCM-406	Regional Mass Media	Major	Nil	3
	MCM-207	Mass Media and Society	Major	Nil	3
	MCM-209	Introduction to Digital Media	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-437L	Advertising (Strategic Communication Project)	Major	MCM-301	3
	MCM-438L	Public Relations (Strategic Communication Project)	Major	MCM-301	3
	2. BROADCAST MEDIA				
	MCM-427	Documentary Production	Major	Nil	1
	MCM-427L	Documentary Production (Lab)	Major	Nil	2
	MCM-428L	Video Editing and Graphic Packaging for news and Current Affairs (Lab)	Major	Nil	3
	Total				21
	50+83=133				
Total Credit Hours: 133					

*Carried over

6. Scheme of Studies for BS Media and Communication Studies (Lateral Entry Semester System)

Curriculum 2023 (Lateral Entry- ADP Degree Semester System) 65 C. Hr. Previous					
Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
Fifth	QTS-301/ ETH-301	Quranic Translation Studies-III/ Ethics-IV	Mandatory	Nil	1
	MCM-204	Introduction to Broadcast Media	Major	Nil	3
	MCM-401	International Communication	Major	Nil	3
	MCM-313	Theories of Communication-I	Major	Nil	3
	MCM-315	Opinion Writing	Major	Nil	3
	MCM-301	Introduction to Advertising and Public Relations	Major	Nil	3
	MCM-203	Media Ethics and Laws	Major	Nil	3
	Total				
Sixth	MCM-306 L	Graphic Design (Lab)	Major	Nil	3
	MCM-314	Theories of Communication-II	Major	Nil	3
	MCM-316	Research Methods-I	Major	Nil	3
	MCM-317	Development Communication	Major	Nil	3
	MCM-319	Online Journalism	Major	Nil	2
	MCM-319L	Online Journalism (Lab)	Major	Nil	1
	MCM-318	Introduction to Conflict Reporting	Major	Nil	3
	Total				
Seventh	QTS-401/ ETH-401	Quranic Translation Studies-IV/ Ethics-V	Mandatory	Nil	1
	CP-499	Capstone Project	Mandatory	Nil	6*
	INT-498	Internship	Mandatory	Nil	3
	MCM-404	Photo Journalism	Major	Nil	3
	MCM-405	Media Management	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-435	Advertising-I	Major	MCM-301	2
	MCM-435L	Advertising-I (Lab)	Major	MCM-301	1
	MCM-436	Public Relations- II and Corporate Communication	Major	MCM-301	2
	MCM-436L	Public Relations- II and Corporate Communication (Lab)	Major	MCM-301	1
	2. BROADCAST MEDIA				
	MCM-425	Film Making	Major	Nil	1

	MCM-425L	Film Making (Lab)	Major	Nil	2
	MCM-426	Advance Media Production	Major	Nil	1
	MCM-426L	Advance Media Production (Lab)	Major	Nil	2
	Total				16
Eighth	CP-499	Capstone Project	Mandatory	Nil	6
	MCM-406	Regional Mass Media	Major	Nil	3
	Specializations				
	1. PUBLIC RELATIONS AND ADVERTISING				
	MCM-437L	Advertising (Strategic Communication Project)	Major	MCM-301	3
	MCM-438L	Public Relations (Strategic Communication Project)	Major	MCM-301	3
	2. BROADCAST MEDIA				
	MCM-427	Documentary Production	Major	Nil	1
	MCM-427L	Documentary Production (Lab)	Major	Nil	2
	MCM-428L	Video Editing and Graphic Packaging for news and Current Affairs (Lab)	Major	Nil	3
	Total				15
65+68=133					
Total Credit Hours: 133					

* Note: Carried out

7. List of Major Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	MCM-121	Introduction to Mass Communication	Nil	3
2	MCM-122	Mass Media in Pakistan	Nil	3
3	MCM-202	News Writing and Reporting	Nil	3
4	MCM-203	Media Ethics and Laws	Nil	3
5	MCM-204	Introduction to Broadcast Media	Nil	3
6	MCM-207	Mass Media and Society	Nil	3
7	MCM-209	Introduction to Digital Media	Nil	3
8	MCM-301	Introduction to Advertising and Public Relations	Nil	3
9	MCM-305	Introduction to Film and Theatre	Nil	3
10	MCM-306L	Graphic Design (Lab)	Nil	3
11	MCM-313	Theories of Communication-I	Nil	3
12	MCM-314	Theories of Communication-II	Nil	3
13	MCM-315	Opinion Writing	Nil	3
14	MCM-316	Research Methods-I	Nil	3
15	MCM-317	Development Communication	Nil	3
16	MCM-318	Introduction to Conflict Reporting	Nil	3
17	MCM-319	Online Journalism	Nil	2
18	MCM-319L	Online Journalism (Lab)	Nil	1
19	MCM-401	International Communication	Nil	3
20	MCM-404	Photo-Journalism	Nil	3
21	MCM-405	Media Management	Nil	3
22	MCM-406	Regional Mass Media	Nil	3

8. Course Outlines for Major Courses

Introduction to Mass Communication

BS-Media and Communication Studies

Course Code: MCM-121

Credit Hours: 03

Pre-requisite: NIL

Objectives

Students will acquire understanding about the basic concepts of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various forms of mass media.

Learning Outcomes

- Learn basics of Communication and Mass Communication.
- Differentiate different dimensions and the processes behind communication.

Course Outline

- Unit 1.** **Basic Concepts of Communication**
Definitions, Types and Significance. Process of Communication, i.e., Source, Message, Channel, Noise, Destination, Encoding, Decoding and Feedback. Barriers in Communication.
- Unit 2.** **Communication Models**
Lasswel's Formula of Communication. Shannon and Weaver's Model. SMCR. Osgood & Schramm's Model. Westley & Maclean's Model.
- Unit 3.** **Basics of Mass Communication**
Mass Communication definition. Difference between Communication and Mass Communication. Functions of Mass Communication. Introduction to Dimensions of Mass Communication i.e., Print, Electronic, PR and Advertising.
- Unit 4.** **Dimensions of Mass Communication-I**
Print Media: History, Type (Newspapers, Books and Magazines etc.), Functions. Electronic Media: History, Type (TV, Radio, Film), Functions. PR and Advertising: History, Difference, Functions. New Media: Online Journalism.
- Unit 5.** **Dimensions of Mass Communication-II**
Folk and Traditional Media. Effects of Mass Communication.

Recommended Books/Reference Material

1. Baran, S. J. (2020). *Introduction to mass communication: media literacy and culture*. McGraw-Hill Education.
2. Ha, L. (2015). *Advancing the common core knowledge in journalism and mass communication*. *Journalism & Mass Communication Quarterly*, 92(1), 5-11.
3. Hanson, R. E. (2021). *Mass communication: living in a media world*. SAGE Publications.
4. Motrescu-Mayes, A., & Aasman, S. (2019). *Amateur media and participatory cultures: film, video, and digital media*. Routledge
5. Stanley, J. B. (2020). *Introduction to mass communication*. McGraw-Hill US Higher Ed.

Mass Media in Pakistan

BS-Media and Communication Studies

Course Code: MCM-122

Credit Hours: 03

Pre-requisite: Nil

Objectives

To remember the role of Muslim Press in the Sub- Continent with reference to the work of eminent journalists and there is role for freedom movement. To help students develop an understanding of evolution and genesis of print and electronic media in Pakistan. To make students understand the dynamics of Mass Media operation in the Country including state-press relations and also state of media freedom in Pakistan.

Learning Outcomes

- The students will acquire the basic knowledge of growth of Muslim press in sub-continent, during British rule. This will enable them to evaluate and analyze the contribution of Press toward socio-political awakening of the masses.
- The students will develop a strong grip over the press history and evolution in the sub-continent in general and in particular in Pakistan.
- They should be able to demonstrate understanding of various aspects of Mass Media operation and role in the Country Pakistan.

Course Outline

Unit 1. Introduction to Press History

A brief account of the beginning of Press in Sub-continent 1780- 1857. Press and its role during the war of independence Press during freedom Movement.

Unit 2. English and Vernacular Press

English press vis a vis vernacular press (Bengali, Hindi, Persian and Urdu) during War of Independence

Unit 3. Role of Freedom Movement Personalities and their Newspapers

Maulana Abul Kalam Azad. Moulana Mohammad Ali Jauhar. Moulana Zafarali Khan. Moulana Hasrat Mouhani and their Iconic newspapers.

Unit 4. Brief History of Pakistani Press and Television

A brief account of Press in Pakistan. History of Television in Pakistan, Important Newspaper and their contributions.

Unit 5. Emergence of Private Media in Pakistan

Private TV Channels and their role, PEMRA ordinance.

Recommended Books/Reference Material

1. ALi, Z. (2013). Role of electronic media in changing value system in Pakistan. *The International Asian Research Journal*, 59-65.
2. Eijaz, A., Rahman, B. H., Ahmad, R. E., & Butt, J. A. (2014). Challenges and options for Pakistani media in the 21st century. *Journal of Political Studies*, 21(1).
3. Gul, M., Obaid, Z., & Ali, S. (2017). Liberalization of media in Pakistan: A challenge to democracy. *The Journal of Humanities & Social Sciences*, 25(1).
4. Hussain, N. (2012). The role of media in Pakistan. *Journal of South Asian and Middle Eastern Studies*, 35(4), 54-67.
5. Yousaf, M. (2023). *Mass media in Pakistan: Historical evolution, challenges, and prospects*. Handbook of Research on Deconstructing Culture and Communication in the Global South, 21-35.

News Writing and Reporting

BS-Media and Communication Studies

Course Code: MCM-202

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course will enable the students to identify a possible news story, collect information and develop news story in the prescribed format. The course also intend to apprise the students of the significance of “news” as a basic component of a newspaper. The role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions.

Learning Outcomes

- Learn the process of information gathering, news reporting and write up.
- Acquire knowledge about different actors involved in the process of news reporting and writing.

Course Outline

- Unit 1. Introduction to News**
Definition and Elements of News. News Determinants and News Values. Sources of News.
- Unit 2. Reporting News: An introduction**
Reporting: Definition, Scope and Importance. Duties and Qualities of Reporter. News Cycle. Essentials of Reporting. Essentials of Reporting: Observation, Looking for Stories, Background Information, Track.
- Unit 3. News Writing**
News Writing Techniques. Lead/Introduction, Components and Types. Block Paragraphs and special treatment of News. Different Style of Writing News.
- Unit 4. Beat Reporting**
Health Reporting, Education Reporting, Commerce and Political Reporting Techniques. Classification of Reporters: Chief Reporter, Correspondents etc.
- Unit 5. Reporting and News Writing Do’s and Don’ts**
Make every word count. Use Short Sentences. Avoid Jargon and Clichés. Drop meaningless words. Explain initials. Use conversational style & round of figures.

Recommended Books/Reference Material

1. Garrison, B. (2013). *Professional news reporting*. Routledge.
2. Hopper, K. M., & Huxford, J. (2017). Emotion instruction in journalism courses: an analysis of introductory news writing textbooks. *Communication Education*, 66(1), 90-108.
3. Itule, B. D., Anderson, D., & Simon, J. (2006). *News writing and reporting for today's media*. Simon, James.

4. Lanson, J., & Fought, B. C. (1999). *News in a new century: reporting in an age of converging media*. Pine Forge Press.
5. Udoh, G., Akpan, U., & Peters, A. (2017). A look at semantic issues in news writing and reporting. *International Journal of Emerging Trends in Social Sciences*, 1(2), 37-45.

Media Ethics and Laws

BS-Media and Communication Studies

Course Code: MCM-203

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course seeks to apprise the students about the codes of ethics, the laws and regulations which govern and regulate media in Pakistan. It aims at developing a sense of norms, values and responsibilities in the students. They will be able to analyze government media relationship and press freedom in Pakistan.

Learning Outcomes

- Learn different laws devised for the regulation of media in Pakistan.
- Acquire knowledge of ethical problems in Pakistan.

Course Outline

Unit 1.

Media Ethics

Ethics: introduction, need and nature, sources of ethics in Pakistan's society. Media ethics: need and scope, ethics in media profession, social responsibility theory, Islamic code of ethics & Islamic concept of communication, ethical problems, external and internal pressures on media. The violation acts of media ethics in Pakistan: privacy, corruption, personal interests and violation of professional values: problems and consequences.

Unit 2.

Code of Ethics and Application

International code of ethics (print, electronic and social media). Pakistan's code of ethics: ethical code of practice (17 points in press council ordinance, 2002), PFUJ, APNS, CPNE & other code of ethics and their applications. Press council of Pakistan: evolution, need, establishment and code of ethics.

Unit 3.

Media Laws-I

Introduction, need and nature. Evolution of press laws in the sub-continent and Pakistan. Salient features of current press ordinance. PEMRA ordinance: establishment, salient features and clauses of ordinance. Defamation ordinance.

Unit 4.

Media Ethics-II

Copy Right Act. Constitutional Provisions on Freedom of Speech and Expression. Cyber Laws and PTA. Social Media as an Emerging Check on Traditional Media and Vice Versa.

Unit 5.

Case Studies

Case studies on violation of laws and ethics in Pakistan's media). Case studies on defamation.

Recommended Books/Reference Material

1. Christians, C. G., Fackler, M., Richardson, K. B., & Kreshel, P. (2019). *Media ethics at the crossroads: Democracy and the news media*. Routledge.
2. Moore, R. L., Murray, M. D., & Youm, K. H. (2022). *Media law and ethics* (6th ed.). PHI Learning Pvt. Ltd.
3. Patterson, P., Wilkins, L., & Painter, C. (2018). *Media ethics: Issues and cases*. Rowman & Littlefield.
4. Russomanno, J. D. (2018). *Media law and ethics in the 21st century: protecting free expression and curbing abuses*. Routledge.
5. Ziauddin, M. (2000). *State of media ethics in Pakistan*. Sage.

Introduction to Broadcast Media

BS-Media and Communication Studies

Course Code: MCM-204

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course is designed to introduce the students to the concept of broadcasting and its various aspects. The course focuses on the nature of broadcasting, its merits and demerits, as well as various world broadcast systems. It will also introduce students to the basics of programme production. They will learn how to create quality audio and video using current and evolving technologies, while learning the production process for radio and television.

Learning Outcomes

- Basics of Electronic Media News Writing and Production.
- Different Program Formats.
- Audio and Video Editing Skills.

Course Outline

Unit 1. Radio as Broadcast Medium

Type of radio programmes: News, Feature, Documentary, Voxpops and Interviews.

Unit 2. Radio Script Writing

Basics of writing for radio. Script writing for News, Feature and Documentary.

Unit 3. Radio Program Production

Basics of recording, Using audio variety and sound bites. Audio editing with the help of Adobe Audition. Importance of sound for visuals.

Unit 4. Television as Visual Medium

Structure of Television. Basics of writing for Television i.e., Documentary, Interviews, Talk shows. Elements of Television News Bulletin i.e., Package, Beeper, Ticker and Voxpops.

Unit 5. Television Program Production

Basics of camera use. Basics of video production: shooting, recording, lighting and set designing. Phases of Television production. Video Editing i.e., basics and working with Software.

Recommended Books/Reference Material

1. Carver, R. (2021). *Writing broadcast news shorter, sharper, and stronger: A professional handbook*. Routledge.
2. Chion, M. (2022). *Audio-vision: sound on screen*. Columbia University Press.

3. Herb, J. (2021). *Television production: a classroom approach*. Routledge.
4. McLeish, R. (2022). *Introduction to radio production and programming*. Routledge.
5. Millerson, G. (2021). *Video production handbook*. Routledge.
6. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: film techniques and aesthetics*. Routledge.
7. Rubin, M., & Rubin, R. (2020). *Soundscapes: exploring music in a changing world*. Routledge.
8. Zettl, H. (2022). *Television production handbook*. Cengage Learning.

Mass Media and Society

BS-Media and Communication Studies

Course Code: MCM-207

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course explores the dynamic relationship between media and society. Students will analyze how media shapes and reflects societal values, examining its roles in informing, socializing, and entertaining. The impact of society on media content, including cultural influences and economic structures, will be discussed. The course also covers the trend of media conglomeration and its implications on diversity and content creation. Through critical analysis, students will gain a concise yet comprehensive understanding of the intricate interplay between media and society.

Learning Outcomes

- Acquire the basic knowledge of relationship of media and society and understand the basic concepts of media conglomeration.
- To analyze and evaluate the role of media in society.

Course Outline

- Unit 1. Foundations of Media and Society**
Concept of society and mass society. Institutions of society. Functions of mass media for individual and society.
- Unit 2. Digital Transformation in Media**
Era of digital media. Media conglomeration. Social control on media content. Media and social change.
- Unit 3. Media and Social Dynamics**
Media and social change. Role of media in society. Media and public opinion building.
- Unit 4. Media and Diversity**
Media and democracy. Media and minorities. Media and health, agriculture, education and violence.
- Unit 5. Cultural Dimensions of Media**
Media and culture. Analyzing role of media content on society and impact of social setup on media content i.e., print, broadcast, web.

Recommended Books/Reference Material

1. Campbell, R., Martin, C. R., & Fabos, B. (2011). *Media and culture: An introduction to mass communication*. Macmillan.
2. Couldry, N. (2021). *Media, society, world: social theory and digital media practice*. Polity Press.
3. Croteau, D., Hoynes, W., & Milan, S. (2020). *Media & society: Production, content and participation*. SAGE Publications.
4. Hesmondhalgh, D., & Baker, S. (2021). *Creative labour: media work in three cultural industries*. Routledge.
5. Motrescu-Mayes, A., & Aasman, S. (2019). *Amateur media and participatory cultures: film, video, and digital media*. Routledge.

Introduction to Digital Media

BS-Media and Communication Studies

Course Code: MCM-209

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course aims equip students with a thorough understanding of social media's dynamic role in news dissemination and opinion shaping. Objectives include developing students' ability to craft tailored messages for specific audiences on relevant social media platforms. The course also focuses on exploring the evolution of social media platforms, ensuring students gain the skills to navigate and leverage these digital landscapes effectively for impactful communication.

Learning Outcomes

- To engage social media users with content that they are looking for and to produce that content as well.
- To execute actionable social media strategies for different organizations/businesses and brands.
- To develop the command over social media management and social media advertising tools.
- To do audience research through social media.

Course Outline

Unit 1. Foundations of Digital Journalism

Introduction to digital journalism. Working of digital newsrooms.

Unit 2. News and Feature Writing for Digital Newsroom

Content management systems of digital media i.e., Wordpress. Digital newsroom tools like understanding web analytics i.e., Google analytics, Chartbeat, Search Engine Optimization and engagement strategies to enhance news reach on digital platforms.

Unit 3. Social Media Foundations and Usage for Journalism

Foundations and importance of social media platforms i.e., Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, Snapchat. Using social media to find and spread news. Photo and video editing for digital journalism.

Unit 4. Blogs, Data Journalism, and Mobile Journalism (MoJo)

Blog writing and editing. Data journalism. Mobile journalism (MoJo).

Unit 5. Advanced Digital Journalism Skills

Understanding news website design and basic coding. Programming for digital and live shows.

Recommended Books/Reference Material

1. Bradshaw, P. (2020). *HTML and CSS for journalists: A basic guide*. SAGE Publications.
2. Briggs, M. (2021). *Journalism next: A practical guide to digital reporting and publishing*. CQ Press.
3. Hanson, R. E. (2021). *Mass communication: living in a media world*. Sage Publications.
4. Hermida, A. (2020). *Tell everyone: Why we share and why it matters*. Doubleday Canada.
5. Kovach, B., & Rosenstiel, T. (2020). *The elements of journalism: What news people should know and the public should expect*. Three Rivers Press.

Introduction to Advertising and Public Relations

BS-Media and Communication Studies

Course Code: MCM-301

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to introduce students to the principles and techniques of advertising and public relations. Emphasis will be on the public relations and advertising processes and such activities that bring out students' problem-solving approach and creativity in message construction.

Learning Outcomes

- Learn basics of advertising and public relations.
- Develop advertising and PR campaigns.

Course Outline

- Unit 1. Introduction and Evolution of Advertising**
Basics of advertising. Evolution and development of advertising.
- Unit 2. Types and Techniques of Advertising**
Types of advertising. Techniques of advertising. Principle of successful advertising. Merits and demerits of advertising.
- Unit 3. Basics of Advertising**
Macro and micro economic impact of advertising. Socio-economic role of advertising. Advertising agency. Structure and working of advertising.
- Unit 4. Advertising Campaigns**
Discuss successful advertising campaign in class.
- Unit 5. Basic of Public Relations**
Definition, nature, scope and history of PR. Process of PR, research, planning, execution and evaluation. Tools of PR in government and private sectors.
- Unit 6. Public Relation Campaign**
Discuss successful PR campaign in the class.

Recommended Books/Reference Material

1. Aaker, D. A., & Biel, A. L. (2013). *Brand equity & advertising: Advertising's role in building strong brands*. Psychology Press.
2. Austin, E. W., & Pinkleton, B. E. (2015). *Strategic public relations management: Planning and managing effective communication campaigns*. Routledge.

3. Barry, P. (2016). *The advertising concept book: Think now, design later*. Thames & Hudson.
4. Brierley, S. (2005). *The advertising handbook*. Routledge.
5. Luttrell, R. M., & Capizzo, L. W. (2021). *Public relations campaigns: an integrated approach*. SAGE Publications.
6. Mitchell, N., Wells, W., Moriarty, S. E., & S. E. (2012). *Advertising & IMC: Principles & practice*. Upper Saddle River, NJ: Pearson.
7. Reddi, C. N. (2019). *Effective public relations and media strategy*. PHI Learning Pvt. Ltd.
8. Smith, R. D. (2017). *Strategic planning for public relations*. Routledge.
9. Theaker, A., & Theaker, A. (2004). *The public relations handbook* (Vol. 2). Abingdon: Routledge.
10. Whitmore, N. (2021). *Creative expression and the law*. Rowman & Littlefield.

Introduction to Film and Theatre

BS-Media and Communication Studies

Course Code: MCM-305

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to provide students with an overview of films and theatre from historical and contemporary production practices' perspective. It will enable the students to analyze and think critically about film as a visual art. Through direct analysis of selected films, students will evaluate and construct arguments, evidence and conclusions about strategies of the filmmaker to create meaning for the audience. In the Theatre part, the student will explore the power of modern theatre and will acquire knowledge on how it can alter a society.

Learning Outcomes

- Learn development of national and international film industry.
- Know the basics of entertainment industry.

Course Outline

- Unit 1. Film Industry Introduction**
Definition, scope, importance and genres of film. Brief history of world cinema. History of Pakistani cinema.
- Unit 2. Film Making**
Filmmaking as the art of digital story telling. Media aesthetics i.e., practical emphasis on elements of design. Camera lens and sound recording principles. Film script writing techniques.
- Unit 3. Introduction to Theatre**
Theatre scope and importance. Genres of theatre. Brief history of world theatre in general and Pakistan in particular.
- Unit 4. History of Theatre**
Detailed history of theater in general. Detailed history of theater in Pakistan. Renowned theatres of Pakistan, salient features, language of theatre, aesthetics and criticism.
- Unit 5. Profiles of Theatre and Film Industry Personalities of Pakistan**
Award winning actresses and actors. Introduction to award winning singers. Profiles of actors in Theatre.

Recommended Books/Reference Material

1. Catliff, S., & Granville, J. (2013). *The casting handbook: For film and theatre makers*. London: Routledge.
2. Cousins, M. (2013). *The story of film*. London: Pavilion Books.
3. Friedman, J. C. (2009). *Performing difference: representations of the other in film and theatre*. Maryland: University Press of America.
4. Fröber, K., & Thomaschke, R. (2021). *In the dark cube: Movie theater context enhances the valuation and aesthetic experience of watching films*. *Psychology of Aesthetics, Creativity and the Arts*, 15(3), 528.
5. Head, S. (2011). Forward theatre: An introduction. *Journal of Futures Studies*, 16(2), 17-34.
6. Hennig-Thurau, T., Ravid, S. A., & Sorenson, O. (2021). *The economics of filmed entertainment in the digital era*. *Journal of Cultural Economics*, 45, 157-170.
7. Jaen, R. (2018). *Digital costume design and collaboration: Application in academia, theatre, and film*. London: Routledge.
8. Krebs, K. (2014). *Translation and adaptation in theatre and film*. London: Routledge.

Graphic Design (Lab)

BS-Media and Communication Studies

Course Code: MCM-306L

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course focuses on the principles and elements of design with reference to Communication Design. The idea is to promote an understanding of fundamental design ideas through developing concepts for visual communication. It will enable students to draw and edit visuals. Students will be able to design pamphlets, brochure, banners, and billboard advertisements.

Learning Outcomes

- Learn basic tools of Photoshop.
- Design advertising tools.
- Learn the professional skill to improve photographs.

Course Outline

Unit 1. Photoshop Basics

Importance of graphics. Need and scope of editing. Working with Photoshop, selecting canvas size, resolution, color selection and other basic settings. Name and functions of tools.

Unit 2. Basics of Drawing

Line, creating images using line format with the help of pen tool. Shape: creating images with the help of different shapes.

Unit 3. Working with Selections

Selection tools, lasso tool, magnetic lasso tool, polygonal lasso tool, magic wand tool. Rectangular and oval selections, quick selection tool, feathering include softening edges. Selecting by color.

Unit 4. Basics of Photo Correction

Understanding images, raster and vector. Image resolution. Exposure. Balance. Tonal values and photography. Image adjustments options.

Unit 5. Advanced Techniques in Adobe Photoshop

Working with the adjustments panel, histogram, levels dialog box, curves dialog box. Straightening and cropping. Using automatic and manual adjustments, contrast, shadows and high lights, hue and saturation. Replacing colors, dodge, sponge and burn tools. Black and white adjustment feature. Working with layers. Working with brushes. Masking. Designing brochures, pamphlets, billboards, stationary items.

Recommended Books/Reference Material

1. Conrad, C., & Faulkner, A. (2020). *Adobe Photoshop classroom in a book*. Adobe Press.
2. Dabner, D., Stewart, S., & Zempel, E. (2021). *Graphic design school: The principles and practice of graphic design*. Wiley.
3. Kelby, S. (2021). *Photoshop for photographers: The adobe Photoshop*. New Riders.
4. Lupton, E. (2021). *Thinking with Type: A critical guide for designers, writers, editors, and students*. Princeton Architectural Press.
5. Tondreau, B. (2020). *Layout essentials: 100 design principles for using grids*. Rockport Publishers.
6. Williams, R. (2020). *The non-designer's design book*. Peachpit Press.

Theories of Communication-I

BS -Media and Communication Studies

Course Code: MCM-313

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course will help to understand how phenomena of communication occur with modern and traditional means of media and relationship of the theories with existing social reality. It will shed light on various perspectives of media effects and will enable students to understand the power of media as a propaganda tool.

Learning Outcomes

- Students will be able to have a clear understanding about various levels of media effects on human behavior and on society.
- The students will also explore various intervening factors affecting audience and affecting audience differently due to personality differences.

Course Outline

- Unit 1. Background of Theory**
The theory and research linkage. Background of the theory. Introduction to mass communication theories.
- Unit 2. Types of Theories**
Normative theories, four theories of the press. Authoritarian theory. Libertarian theory. Social responsibility theory. Soviet totalitarian theory.
- Unit 3. Major Approaches**
Effects approach. Political economy approach. Critical approach. British cultural studies.
- Unit 4. Developmental and Feminist Approach**
Developmental approach. Intercultural settings. Feminist approach.
- Unit 5. Effects of Mass Communication**
Understanding effects approach of mass communication. Effect related studies. Agenda setting theory.

Recommended Books/Reference Material

1. Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: foundations, ferment, and future*. Routledge.
2. Berger, A. A. (2020). *Media and society: A critical perspective*. Sage Publishers.

3. Campbell, R., Martin, C. R., & Fabos, B. G. (2018). *Media & culture: Mass communication in a digital age*. Routledge.
4. Christians, C. G., Cody, M. J., & Zimmerman, C. H. (2022). *Communication theories in a multicultural world*.
5. Hanson, R. E. (2021). *Mass communication: Living in a media world*.
6. Severin, W. J., & Tankard Jr., J. W. (2019). *Communication theories: Origins, methods, and uses in the mass media*. Routledge.

Theories of Communication-II

BS-Media and Communication Studies

Course Code: MCM-314

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course aims to promote students critical and analytical approaches towards understanding mass communication theories. It also aims to prepare them for further inquiry into the field of Mass Communication.

Learning Outcomes:

- Students will be able to develop critical thinking and analyzing media agenda and contents.
- Students will also understand the subtle and gradual effects media on human behavior. Students will further be able to explore and add new things into the existing theories.

Course Outline

- Unit 1.** **Introduction to Critical Media Research & Theory Linkages**
Introduction – critical media research. Elements of the general political economy Approach. Specializations – Areas of analysis.
- Unit 2.** **Political Economy of Media**
Critiques of political economy. Knowledge-Gap Hypothesis. Media Hegemony.
- Unit 3.** **Audience Theories**
The Bullet Theory. Cultivation Theory. The powerful Effects model. Uses and Gratification Approach.
- Unit 4.** **School of Thought**
Background of Frankfurt School of Thought. British School of Thought. Discussion of Paradigm.
- Unit 5.** **Cultural Industry**
The Culture Industry Argument. Economic Background of the Culture Industry. Socio-psychological Effects.

Recommended Books/Reference Material

1. Littlejohn, S. W., Foss, L. A., & Oetzel, J. G. (2016). *Theories of human communication*. Waveland Press.
2. McDevitt, M., Parks, P., & Craft, S. (2022). *An overdue contribution: mass communication theory in the security of democracy*. *Mass Communication and Society*, 25(6), 747-763.
3. McQuail, D. (2010). *Mcquail's mass communication theory* (6th Edition). London: SAGE Publications Ltd.

4. Rogers, E. M. (2003). *Diffusion of Innovation* (5th Edition). The Free Press: NY.
5. Villalobos-López, J. A. (2022). *Theoretical framework: Media and political economy of communication*. Current Issues of Mass Communication.

Opinion Writing

BS-Media and Communication Studies

Course Code: MCM-315

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course will describe the importance and complexity of opinion pages and explain the significance of different pieces of opinion writings. It also developing critical knowledge about contemporary issues to write editorials, columns and political diaries.

Learning Outcomes

- Understand the importance and complexity of opinion pages.
- Differentiate between News, Feature, Column, and Editorial.
- Demonstrate high skills to write Feature, Column, Editorial and Book Review.
- Choose and evaluate public issues for opinion writing.
- Critically analyze the contemporary issues for public opinion formulation.

Course Outline

- Unit 1. Feature Writing-I**
Definition, Concept, Characteristics. Scope of Feature writings. Types of Feature. Difference between News and Feature. Sources for the material.
- Unit 2. Feature Writing-II**
Language of feature writing. Feature Writing Technique. The importance of Pictorial Display in feature.
- Unit 3. Column Writing**
Definition and Concept. Significance and importance. Functions of a Column. Types of Column. Role of Columnist in society. Difference between News, column and feature. Structure of a column.
- Unit 4. Editorial Writing**
Definition of Editorial. Purpose, importance and forms. Functions of Editorial. Techniques of Editorial writing. Contents of editorial page. Editorial page in Pakistan and its standard. Analysis of contemporary news for editorial writing.
- Unit 5. Review Writing**
What is review. Difference between review and criticism. The purpose of Review writing. The techniques of review writing. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

Recommended Books/Reference Material

1. Blundell, W. E. (1988). *The art and craft of feature writing: Based on the wall street journal guide*. Penguin Group.
2. Hakiki, M. S. (2023). *Growing entrepreneurial awareness of the importance of business ethics through opinion writing in online media: A study of community service in kompasiana*. Indonesia Berdaya.
3. Harry W. Stonecipher. (1979). *Editorial & persuasive writing: Opinion functions of the news media: Humanistic studies in the communication arts*. Hastings House Publishing.
4. Kovach, B., & Rosenstiel, T. (2022). *The elements of journalism: what news people should know and the public should expect*. Publisher.
5. Standring, S. M. (2008). *The art of column writing: insider secrets from art buchwald, dave barry*. Marion Street Press, Inc.

Research Methods-I

BS-Media and Communication Studies

Credit Code: MCM-316

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course will give the students an insight into the basic principles of scientific research and sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in society.

Learning outcomes

- Understand the sound measurement design for quality research.
- Get through of extensive understanding on experimental designs in communication research.
- To learn the different steps of research for writing appropriate research proposal.

Course Outline

Unit 1.

Research Briefs

Definition of Research. Scientific approach and its characteristics.

Unit 2.

Development of Mass Media Research

Types of Research. Quranic Method of Reasoning and Enquiry

Unit 3.

Research Procedure

Identification and Formulation of Research Problem and Hypothesis. Role of theory, observation and brainstorming in formulation of a Research Problem. Hypothesis, formulation of research hypotheses, types of hypothesis

Unit 4.

Constructs and Variables

Concepts. Types of variables. Operational definitions of variables, concepts and constructs. Variable control: Internal validity and External validity

Unit 5.

Research Designs

Research Designs. Survey Design. Content Analysis. Qualitative Designs. Field Observation. Focus Group Discussion. Intensive Interviews

Recommended Books/Reference Material:

1. Colander, D., & Hunt, E. (2022). *Social science: An introduction to the study of society*. Routledge.
2. Smith, J. A., & Johnson, M. R. (2020). *New trends in mass communication research*. Academic Press.

3. Taylor, R. S., & Williams, P. Q. (2021). *Quantitative methods in communication studies*. Sage Publications, Inc.
4. Turner, L. M., & Parker, K. F. (2022). *Contemporary issues in communication research*. Routledge.
5. Wimmer, R. D., & Dominick, J. R. (2021). *Mass media research: An introduction* (10th ed.). Wadsworth Publishing.

Development Communication

BS-Media and Communication Studies

Credit Code: MCM-317

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course provides an overview of the important phenomena of Development Communication. In general, the course will interpret and analyse the role of mass media in highlighting social development in the society. After studying this course, students will be enabled to have a better insight in Development Communication and will analyse the nature and treatment of media contents on developmental issues.

Learning Outcomes

- The basic concepts Development Communication and theories.
- Various Communication strategies, tools and Challenges faced by National and International development agencies.
- Design campaigns for the development programs.

Course Outline

- Unit 1.** **Concept of Development**
Definition of Development Communication & Development Support Communication. Development as process & Goal, Sociology of development.
- Unit 2.** **Differences Development Journalism and Communication**
Difference between Development Journalism and Development Communication. Development Support Communication and Development Mass Communication.
- Unit 3.** **Difference in Social and Integral Development**
Difference between Social Economic and Integrated Development. Targeted and Sustainable Development.
- Unit 4.** **Change Agents and Opinion Leaders**
Role of Change Agents and Opinion Leaders.
- Unit 5.** **Communication Strategies**
Persuasion. Social Mobilization. Empowerment at the grass root level. Role of National, International Agencies & NGO's in Third World countries. Diffusion of innovation. Social Change and community participation.

Recommended Books/Reference Material:

1. AIOU. (2002). *Reader on development support communication*. Department of Mass Communication, AIOU, Islamabad.

2. Ashcroft, J. (1991). *The process of development support communication: a symposium paper*. Ohio: The Ohio State University.
3. Chen, P. (2002). *Visual communication materials for rural audiences: Reorienting artists and copywriters*. Development Communication Report.
4. Eldredge, L. K. B., Markham, C. M., Ruiters, R. A., Fernández, M. E., Kok, G., & Parcel, G. S. (2016). *Planning health promotion programs: an intervention mapping approach*. John Wiley & Sons.
5. Hedebro, G. (1999). *New perspectives on development: how communication contributes*. In *communication and social change in developing nations: a critical view*. Iowa: The Iowa State University Press.
6. Jan Servaes, Jacobson, White. (2000). *Participatory communication for social change*. Sage Publication, New Delhi.
7. Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2022). *Effective crisis communication: Moving from crisis to opportunity*. Sage Publications.

Introduction to Conflict Reporting

BS-Media and Communication Studies

Course Code: MCM-318

Credit Hours: 03

Pre-requisite: Nil

Objectives

The objective of this course is to help in developing a holistic view of reporting conflicts and to educate the students on means and methods to reflect the same through various mediums of communication including formal media. It would expectantly provide the students with the national and international perspective on the conflict and its coverage. With this conceptual framework, the students will be taught that how language, representation and framing of conflict play a key role when they write, edit or produce their reports in a conflict situation.

Learning Outcomes

- Acquire the basic knowledge of conflict reporting and understand the concepts of conflict resolution through journalism
- Solve, analyze and evaluate the problems and hurdles a journalist face in conflict reporting
Demonstrate individually the dynamics of conflict reporting in Pakistan
- Conflict Reporting and its History

Course Outline

Unit 1.

Understanding Conflict: History and Dynamics

What is Conflict? Intra-State Conflicts, Inter-State Conflicts. Global Conflicts Levels/Intensity of Conflicts. Conflict and Media: Historical perspectives of media about conflicts (Pre-20th Century to Present), Narratives of victors vs. narratives of victims: The differing perspectives of chronicling conflict. Dynamics of Conflict and Media: How conflict leads to crises? (Ethnic, linguistic, regional, sectarian, etc.). Role of media in escalating or de-escalating crises.

Unit 2.

Evolution of Technology and Conflict Reporting

From printing press to photography to video. Embedded journalism and war reporting. Social media and citizen journalism. Case studies: World War I & II, Vietnam, Gulf War, ISIS, Kashmir, and Arab Spring.

Unit 3.

Mass Media Coverage of Conflicts in Pakistan

History of Conflicts and Role of Media in Pakistan. Intra-state, Inter-state, and Global involvement. History of Conflict Reporting in Pakistan. Evolution of Broadcast media in Pakistan. Rise of extremism, terrorism, and conflict reporting. Narrative and discourse analysis (with case studies). Understanding Intercultural and Interfaith Conflicts; challenges for the media. NAP (National Action Plan) as a Counter-Extremism and Counter-Conflict Strategy. Lack of competing narratives. Censorship and self-censorship. Misinformation. Gatekeeping on conflict issues. No-go areas (e.g., anti-minority violence). Gender violence and sensitivity. Contextualizing the conflict and media coverage.

- Unit 4. Application of Communication Theories in Conflict Perspective**
Galtung’s theory of War & Peace Journalism – Peace Centric. Agenda Setting Theory – State Centric. Popular Journalism Theory – Market Centric. Social Responsibility Theory – Public Centric. Cultivation Theory – Media Centric.
- Unit 5. Perspectives on Reporting Conflicts**
The Meaning of Meaning Model by Charles Kay Ogden and Ivor Armstrong Richards. Narrating Conflict for Masses - Labeling, Language, Vocabulary, Framing, Grammar. Use and misuse of adjectives and Non-verbal Communication (Visuals/Audio). Labeling of conflict victims: language usage and potential impact. Interviewing Techniques in conflict (victim, victor, oppressor). Live reporting limitations, stakeholder identification, etc. Media guidelines on reporting conflicts. Risk Assessment of all stakeholders in conflict-prone areas.
- Unit 6. Other Concepts related to Conflict Reporting**
Objectivity vs. Subjectivity in Conflict Reporting. Media coverage: Electronic vs. Print vs. Social Media. The principle of moral equivalence. Identification of stakeholders in any conflict. Reporting on Perpetrators and Victims Context and sensitivity (social, cultural, etc.). Nature of Conflict and Overall Context (Information, Propaganda, Incitement). Defining “Glorification” and “Sensationalism”. Sensitivities in Conflict Coverage.
- Unit 7. Practical Applications**
Reading Material: PEMRA Code of Conduct, ICJ Code of Conduct, Anti-Terrorism Laws of Pakistan, UN Resolutions on Terrorism, National Action Plan 24 December 2014. Practical: Mock Exercises of reporting on conflict issues, News Packages production on conflict reporting.

Recommended Books/Reference Material

1. Baker, E. (2020). *Conflict, memory, and the media: A study of news discourse*. Oxford University Press.
2. Lindner, E. G. (Ed.). (2021). *Media and conflict: Framing issues, making policy, shaping opinions*. Sage Publisher.
3. Singer, P. W. (2022). *Like war: The weaponization of social media*. Sage Publisher.
4. Tumber, H., & Waisbord, S. (Eds.). (2020). *The Routledge companion to media and human rights*. Routledge.
5. Ward, S. J. A., & Wasserman, H. (2021). *Fake news and Africa: The politics of disinformation*. Oxford University Press.

Online Journalism

BS-Media and Communication Studies

Course Code: MCM-319

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course will not only equip students about applying journalistic knowledge for web world but also make them able to design their website as well. The subject will cover exposure to the basics of online advertising i.e. SEO (search engine optimization) SMM (Social Media Marketing), SEM (Search Engine Marketing) as well.

Learning Outcomes

- To understand the basic concepts of online journalism.
- To understand Blogging and elements of websites.
- To understand the Concept of Social media marketing.

Course Outline

Unit 1. Foundations of Online Journalism

Introduction to online journalism. Understanding online journalism vs. conventional journalism. Interactivity and feedback in online journalism. Models of interactivity. ICT society. Role of ICT role in the 21st century.

Unit 2. Website Analysis and Writing for the Web

How to analyze a website. 10 steps to analyze a website. Dos and don'ts for a website. Writing styles for a website. Portal writing.

Unit 3. Screen Studies and Blogging

An introduction to screen studies. Teaser study. Clicking vs. scrolling study. Eye movement study. Introduction to blogging, creation, moderation, SEO of a blog, SMM of a blog.

Unit 4. Debates and Challenges in Online Journalism

Debates in online journalism. Cybercrime and its implications. E-alienation and reprogramming of brain. Digital divide. Cybercrime bill, punishments and intellectual property law online.

Unit 5. Digital Marketing and SEO

Introduction to social media marketing. Search engine marketing. SEO, introduction to SEO, White Hat SEO, Black Hat SEO. Organic and inorganic advertising on social media.

Recommended Books/Reference Material

1. Baron, N. S., Lindell, A. K., & Schober, M. F. (Eds.). (2021). *Screen time: how electronic media from baby videos to educational software affects your young child*. Oxford University Press.
2. Blood, R. (2020). *Weblogs: A history and perspective*. In *Digital Journalist's Handbook*.
3. Godin, S. (2020). *This is marketing: You can't be seen until you learn to see*. Penguin.
4. Smith, A. N., Fischer, E., & Yongjian, C. (Eds.). (2021). *Consumer engagement in a social media world: Culture, commerce, and media convergence*. Taylor & Francis.
5. Singer, J. B., Domingo, D., Heinonen, A., Hermida, A., Paulussen, S., Quandt, T., & Vujnovic, M. (Eds.). (2020). *Digital journalism studies: The key concepts*. Oxford University Press.

Online Journalism (Lab)

BS-Media and Communication Studies

Course Code: MCM-319L

Credit Hours: 01

Pre-requisite: Nil

Objectives

This is a Lab course, which provides students hands on training to practice journalism via online mediums i.e., Twitter, Facebook, YouTube and Google+. The subject will cover exposure to the basics of online advertising i.e. SEO (search engine optimization) SMM (Social Media Marketing), SEM (Search Engine Marketing) as well.

Learning Outcomes

- Create their own blog and site.
- Develop online writing skill.
- Design online social media campaigns.

Course Outline

- Unit 1. Blogging**
Creation of online blogs. Create link of blogs with SEO.
- Unit 2. Microblogging**
Practice of microblogging. Linking microblogging with SEO.
- Unit 3. Online News Writing**
Practice to write news for online platforms.
- Unit 4. Using Social Networking Sites**
Use of SNS for journalistic practices i.e., Facebook, Twitter, YouTube and Google +.
- Unit 5. Cyber Security**
Practice to protect online resources and ensuring cyber security.

Recommended Books/Reference Material

1. Baron, N. S., Lindell, A. K., & Schober, M. F. (Eds.). (2021). *Screen time: How electronic media from baby videos to educational software affects your young child*. Oxford University Press.
2. Blood, R. (2020). *Weblogs: A history and perspective*. In Digital Journalist's Handbook.
3. Godin, S. (2020). *This is marketing: You can't be seen until you learn to see*. Penguin.
4. Smith, A. N., Fischer, E., & Yongjian, C. (Eds.). (2021). *Consumer engagement in a social media world: Culture, commerce, and media convergence*. Taylor & Francis.
5. Singer, J. B., Domingo, D., Heinonen, A., Hermida, A., Paulussen, S., Quandt, T., & Vujnovic, M. (Eds.). (2020). *Digital journalism studies: The key concepts*. Oxford University Press.

International Communication

BS-Media and Communication Studies

Course Code: MCM-401

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to develop the understanding of students about the importance and need of International communication. Global politics over global communication environment changed the dynamics of International Communication.

Learning Outcomes:

- Students will learn various aspects emphasizing on International Communication and Development, social and political theories of International communication
- Students will understand how global empires change the entire scenario of International Communication, Emerging perspectives.
- Students will learn Cultural Communication and how industrialized countries are having a monopoly over hyper-reality and how it shapes the global communication.

Course Outline

- Unit 1. Introduction: Need and Significance of International communication**
Dimensions of IC. International communities. Types of societies. Communication and empires
- Unit 2. Communication and Development**
International communication and development. Globalization and technology. Globalization and world media system free flow of information.
- Unit 3. New World Information and Communication Order**
The MacBride Commission. Dimension of NWICO. Opposition to NWICO. Creating global communication Infrastructure.
- Unit 4. Globalization and Telecom Sector**
The privatization of telecommunications. Free trade in communication. Liberalization of the telecom sector. Privatizing space. The final frontier Key players in the global satellite industry. The world of telecommunications.
- Unit 5. Global Media and Cultural Imperialism**
Implications of a liberalized global communication regime. The global media marketplace. Convergence. Globalization and cultural imperialism. Media, politics, and economy in perspective of political economy concepts. Global news and information networks. Setting the global news agenda.

Unit 6. Globalization and Impact

Globalization and its impact on health, crime, knowledge, peace and poverty. Global media conglomerates and International Communication. Profiles of conglomerates, News Corporation, Walt Disney, SONY, Warner's Brothers.

Recommended Books/Reference Material

1. Bein, A., & Peake, L. (2017). *Urbanization in a global context*. Oxford: Oxford University Press.
2. Castells, M. (2017). *Another economy is possible: Culture and economy in a time of crisis*. Cambridge: Polity.
3. Dunne, T., & Smit, C. (2017). *The globalization of international society*. Oxford: Oxford University Press.
4. Hanson, E. C. (2022). *The information revolution and world politics*. New Millennium Books in International Studies. Lanham, MD: Rowman and Littlefield.
5. Herman, E. S., & McChesney, R. W. (Eds.). (2015). *The global media: The new missionaries of corporate capitalism*. London: Cassell.
6. Innis, H. A. (2012). *Empire and communication*. Lanham, MD: Rowman and Littlefield.
7. Pieterse, J. N. (2009). *Globalization and culture*. Rowman and Littlefield Publisher.
8. Reinert, K. A. (2017). *Handbook of globalization and development*. Cheltenham: Edward Elgar.
9. Woods, N. (2022). *The Political economy of globalization*. Red Globe Press.
10. Yemini, M. (2017). *Internationalization and global citizenship: Policy and practice in education*. London: Palgrave Macmillan.

Photo-Journalism

BS-Media and Communication Studies

Course Code: MCM-404

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course focuses on the development of conceptual and technical know-how by introducing students to a broad spectrum of topics in photography and its relationship with journalism. The students will come to know about different genres of photography and photojournalism. Specific attention will also be given to teach the historical, critical and analytical skills necessary for the development of a photographer.

Learning Outcomes

- Develop practical expertise in using equipment for capturing high-quality Pictures.
- Understand current trends in photography, staying updated with evolving storytelling.
- Cultivate awareness of ethics in photojournalism, promoting responsible visual storytelling.
- Equip with competencies for the professional realm, including industry standards and collaboration skills.

Course Outline

- Unit 1. Photography Genres**
Abstract photography. Candid photography. Conceptual photography. Documentary photography. Fashion photography. Lifestyle photography. Time-lapse photography. Narrative photography. Snapshot photography.
- Unit 2. Photojournalism for Media**
Political. Sports. Showbiz. Business. Crime. Accident. Feature. Environmental. War.
- Unit 3. Photography Equipment and Techniques**
Camera and lighting. Shots, types and framing digital imaging.
- Unit 4. Ethics in Photojournalism**
Accuracy and truthfulness. Respect for dignity and privacy. Cultural sensitivity. Avoiding harm. Contextual representation. Non-discrimination. Journalistic independence. Accountability and corrections. Avoiding exploitation. Professional integrity. Continuous learning.
- Unit 5. Contemporary Issues in Photojournalism**
Emerging trends in photojournalism. Impact of digital technology on photojournalism. Representation and diversity in contemporary photojournalistic narratives. Environmental and social justice photography. Challenges and opportunities in the age of rapid information dissemination. Innovations in visual storytelling. Multimedia and virtual reality.

Recommended Books/Reference Material

1. Allan, S. (2020). *Photojournalism: A social semiotic approach*. Wiley.
2. Bogre, M., & Kamber, M. (Eds.). (2021). *Documentary photography reconsidered: theory, history, practice*. Cambridge University Press.
3. Finnegan, C. A. (2020). *Photography and politics in the twentieth century*.
4. Gestalten, & Klanten, R. (2020). *Visual storytelling: infographics from the world's leading newsrooms and designers*. Cambridge University Press.
5. Heiferman, M. (Ed.). (2021). *Photography changes everything*. Wiley.
6. Linfield, S. (2020). *Contemporary photojournalism: A critical guide*.
7. Sargent, A. (2019). *The new black vanguard: photography between art and fashion*. Oxford University Press.

Media Management

BS-Media and Communication Studies

Credit Code: MCM-405

Credit Hours: 03

Pre-requisite: Nil

Objectives

Media Management course is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the electronic media industries in Pakistan and overseas.

Learning Outcomes

- Develop analytical and problem-solving skills
- Demonstrate a sound knowledge of respective and integrated attributes of media
- Be able to participate and lead teams
- Be competent to situate and explain media in complex and varying environmental conditions, i.e. in historical, social, cultural and economic terms
- Manage essential practices and processes of media content production
- Think critically to develop fresh insight and build knowledge
- Respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices

Course Outline

- Unit 1. Introduction to Management**
Concept, type, structure and characteristics of management and organizations. Types, functions and skills of managers. Group and inter group communication
- Unit 2. Types of Communications in Management Structure**
Intra and inter organization communication. Horizontal and diagonal communication.
- Unit 3. Organizational Conflict Management**
Organization of mass media in Pakistan, private ownership vs. public ownership. Personal administration organizations.
- Unit 4. Types of Media Personnel**
Executive. Editorial. Production. Circulation. Marketing personnel.
- Unit 5. Financial Constraints of Media Management**
Financial administration of the media. Management and media regulatory laws. Management and media conglomerates. Management and marketing of media products.

Recommended Books/Reference Material

1. Albarran, A. B. (2012). *Media management review: A journal of research*. Routledge.

2. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2016). *Handbook of media management and economics*. Routledge.
3. Croteau, D., Hoynes, W., & Milan, S. (2012). *Media society: Industries, images, and audiences*. Sage Publications.
4. Doyle, G. (2022). *Understanding media economics*. Sage Publications.
5. Lacy, S., Fico, F., & Simon, L. (2013). *Local journalism and local media: Making the local news*. Routledge.
6. Mierzejewska, B. I. (2020). *Strategic media decisions: Understanding the process of corporate media planning*. Palgrave Macmillan.
7. Picard, R. G. (2014). *Media economics: Concepts and issues*. Sage Publications.

Regional Mass Media

BS-Media and Communication Studies

Course Code: MCM-406

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to understand the regional dynamics that paved the way for growth and development of Mass Media and to grasp the basic knowledge of political and cultural background of the specific region including language(s) literature and folk traditions. It is also making students to learn various phases of genesis of Mass Media from beginning till date.

Learning Outcomes

- The students will be able to understand and recall the socio- economic growth of the specific region in the historical perspective.
- They will be well versed about the language(s) of mass media along the culture that flourished them. They will develop knowledge about the region specific socio-political movements.
- They will be able to have a clear understanding of the growth and development of mass media in their region, important newspapers and other media and the people who played a significant role in developing the mass media in the region/ province.

Course Outline

- Unit 1.** **Introduction of Societies**
Traces of early tribal and feudal society in the region. Scope and purpose of the course. A brief on the emergence of printing in the region.
- Unit 2.** **Evolution of Journalism**
Evolution of Journalism in the region first phase from beginning to the war of independence 1857. Press during freedom movement. Important newspapers and the people behind them.
- Unit. 3** **Media Transitions**
Press and other media 1947-1970. Radio Pakistan commencement and coverage. Television and other media with the focus on regional language(s).
- Unit 4.** **Regional Media**
Growth of regional media in different political eras, policy, scope economy and impact on the region 1970- till date. A brief about the other media related organizations, news agencies, press clubs and directorate of public relation in the region.
- Unit 5.** **Social Development**
Role of media in social development of the region.

Recommended Books/Reference Material

1. Akhter, P., Hussain, T., & Ahsan, H. B. (2021). *Mass media as a source of agricultural information: An overview of literature*. Global Regional Review.
2. Amer Omar. (1986). *History of press In NWFP 1850-1947*. Free Lance Research Publications.
3. Jalalzai, Z., & Jafferess, D. (Eds.). (2011). *Globalizing Afghanistan: Terrorism, war and the rhetoric of nation building*. Duke University Press, USA.
4. Tahir Seemi Naghman. (2005). *Balochistan mein Ablagh-e-Amma*. National Language Authority Islamabad.
5. Tahir Seemi Naghmana. (2010). *Ethnic diversity and multi-lingual press in Balochistan: 1938-2009*. Journal of Pakistan Historical Society.
6. Khan, A., & Shah, B. (2006). *Illegal media in the federally administrated tribal areas*. Journal of Central Asia, University of Peshawar, Vol. 58.
7. Stojarová, V. (2021). *Media in the western Balkans: Who controls the past controls the future*. *Illiberal Politics in Southeast Europe* (pp. 156-176). Routledge.

9. List of Major / Elective Courses for each Specialization

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	MCM-435	Advertising-I	MCM-301	2
2	MCM-435L	Advertising-I (Lab)	MCM-301	1
3	MCM-436	Public Relations- II and Corporate Communication	MCM-301	2
4	MCM-436L	Public Relations- II and Corporate Communication (Lab)	MCM-301	1
5	MCM-437L	Advertising (Strategic Communication Project)	MCM-301	3
6	MCM-438L	Public Relations (Strategic Communication Project)	MCM-301	3
7	MCM-425	Film Making	NIL	1
8	MCM-425L	Film Making (Lab)	NIL	2
9	MCM-426	Advance Media Production	NIL	1
10	MCM-426L	Advance Media Production (Lab)	NIL	2
11	MCM-427	Documentary Production	NIL	1
12	MCM-427L	Documentary Production (Lab)	NIL	2
13	MCM-428L	Video Editing and Graphic Packaging for news and Current Affairs (Lab)	NIL	3

10. Course Outlines for Major / Elective Courses

Advertising-I

BS-Media and Communication Studies

Credit Code: MCM-435

Credit Hours: 02

Pre-requisite: MCM-301

Objective

To introduce the student with the concepts/ principles of advertising, to develop their understanding of the role of advertising in the society, and its implications for the society. To familiarize the students with the key departments involved in Ad Agency Management.

Learning Outcomes

- Demonstrate an understanding of the key concepts of advertising, the broad role that advertising can play in business/ society.
- An understanding of advertising strategies and budgets shall be demonstrated.
- Find out and understand different advertising media. To demonstrate a knowledge of the operation of an advertising agency.

Course Outline

Unit 1. Introduction to Advertising

A brief introduction of the concept, nature. Definition, evolution and history of the advertising. Theories, functions and objectives.

Unit 2. Introduction to Ad Agency Structure Role and Responsibilities

Agency structure. An introduction to the advertising agency. Its evolution, structure, functions and scope.

Unit 3. Advertising from Idea to Execution

Developing a creative idea, identifying the types of appeals required. The techniques involved in the art of copy writing, types of headlines, formats. The creative execution. Brief discussion on application of OOH and BTL advertising, exploration of store intercepts.

Unit 4. Key Players in Advertising Process

A comprehensive study of advertiser, advertising department, in house advertising. Target audience and media use.

Unit 5. Advertising and Society

Brief account of ethical issues in advertising. Social criticism of advertising. The laws governing advertising.

Recommended Books/Reference Material

1. Pavlovskaya, O., Kurenova, D., Murtazina, G., & Kolosova, O. (2021). *The impact of advertising on social processes*. Mind & Society.
2. Rodgers, S., & Thorson, E. (Eds.). (2012). *Advertising theory*. London: Routledge.
3. Shapiro, B. T., Hitsch, G. J., & Tuchman, A. E. (2021). *TV advertising effectiveness and profitability: Generalizable results from 288 brands*. *Econometrica*, 89(4), 1855-1879.
4. Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge.
5. Singh, J. K. (2007). *Media and public relations*. New Delhi: APH Publishing Corporation.
6. Theaker, A. (2006). *The public relations handbook*. London: Routledge.
7. Vachani, J. (2007). *Public relations management in media and journalism*. New Delhi: Kanishka Publishers.
8. White, R. (2000). *Advertising*. London: McGraw Hill.
9. Whitaker, W. R. (2009). *Media writing: print, broadcast, and public relations*. Routledge.

Advertising-I (Lab)

BS-Media and Communication Studies

Credit Code: MCM-435L

Credit Hours: 01

Pre-requisite: MCM-301

Objective

To equip students with the skills to create advertising and methods to distribute effectively to target audience

Learning Outcomes

- Plan and execute advertising production with precision, select appropriate advertising mediums based on a comprehensive understanding of their characteristics and audience reach.
- Demonstrate proficiency in crafting compelling content using color therapy principals.

Course Outline

Unit 1. Introduction to Integrated Advertising Campaign Development and Execution

Based upon given information create an advertising idea. Overview of integrated advertising. Importance of advertising in media and communication studies. Key elements of an advertising campaign. The role of mediums in advertising. Understanding the target audience

Unit 2. Selection of Medium

Types of advertising mediums. Characteristics of different mediums. Audience reach and engagement. Factors influencing medium selection. Case studies on medium selection
Practical exercises in medium selection according to the provided information.

Unit 3. Writing Content for Advertising

Crafting effective messages. Using appeal in advertising. Collaborative content creation.

Unit 4. Visual Communication and Advertising

Understanding color sense in advertising and developing color scheme for advertising. Creating Above-the-Line (ATL) Advertising. Creating Below-the-Line (BTL) Advertising.

Unit 5. Evaluation of Color Sense in Advertising

Implementing color theory in advertising campaigns. Hands-on activities in color sense. Evaluation of color choices in advertising.

Unit 6.**Production to Advertising**

Execution of advertising production. Addressing diverse target audiences.
Quality control in advertising production. Post-production and evaluation.

Recommended Books/Reference Material

1. Kurtin, K. S. (2021). *Advertising in Practice*. Cognella Academic Publishing.
2. Pavlovskaya, O., Kurenova, D., Murtazina, G., & Kolosova, O. (2021). *The impact of advertising on social processes*. Mind & Society.
3. Shapiro, B. T., Hitsch, G. J., & Tuchman, A. E. (2021). *TV advertising effectiveness and profitability: Generalizable results from 288 brands*. *Econometrica*, 89(4), 1855-1879.
4. White, R. (2000). *Advertising*. London: McGraw Hill.
5. Whitaker, W. R. (2009). *Media writing: print, broadcast, and public relations*. Routledge.

Public Relations-II and Corporate Communication

BS-Media and Communication Studies

Credit Code: MCM-436

Credit Hours: 02

Pre-requisite: MCM-301

Objective

To take the students through the role and scope of PR in management, its various tools, and emerging importance of the discipline in varying area and to look at the evolution of corporate communication.

Learning Outcomes

- Understand the fundamental concepts and theories of Public Relations (PR) and Corporate Communication (CC).
- Demonstrate a comprehensive understanding of the PR process, tools and corporate communication. Encompassing problem definition, strategy development, media selection, and evaluation.

Course Outline

- Unit 1. Foundations of PR and Corporate Communication**
A brief account of PR history, concepts. Definitions and theory and the evolution of corporate communication.
- Unit 2. PR Models and Processes**
A holistic approach to PR Models i.e., Press a gentry Models, Public Information Model, Two Way Asymmetric Model, Two Way Symmetric Model). Developing understanding of PR Process, defining the problems, the strategy, media selection, feedback and evaluation.
- Unit 3. Tool and Techniques of PR**
Understanding media relations, organizing press conference, press releases briefs. The techniques of entertainment, celebrity management, trends consequence, growth and power of public opinion.
- Unit 4: PR and Writing**
Exploring printed literature, newsletter, position paper, opinion paper, blogs, feature, column and articles.
- Unit 5: Introduction to Corporate Communication and Applications**
Corporate communication definition. Importance and various kinds of organizational communication. A brief account of corporate governance, public affair, government relations, advocacy, lobbying and case studies.

Recommended Books/Reference Material

1. Berg, K. (2009). *Finding connections between public relations, lobbying, and advocacy*. Public Relations Journal, 3(3), 2-19.
2. Camilleri, M. A. (2021). *Strategic corporate communication in the digital age*. Emerald Publishing Limited eBooks. <https://doi.org/10.1108/9781800712645>
3. Grunig, J., & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart and Winston.
4. O'Donnell, A. (2023). *Public relations and communications*. Public Relations Journal.
5. Smith, R. (2013). *Strategic Planning for Public Relations*. New York, NY: Routledge.

Public Relations-II and Corporate Communication (Lab)

BS-Media and Communication Studies

Credit Code: MCM-436L

Credit Hours: 01

Pre-requisite: MCM-301

Objective

To learn the art of design Public Relations and corporate Communication Campaigns.

Learning Outcomes

- Apply practical PR strategies and tactics to address real-world communication challenges.
- Develop proficiency in utilizing key PR tools, including media relations, press conferences, press releases, and other communication strategies.

Course Outline

- Unit 1.** **Practical Application of Press a Gentry Models**
Develop and execute a simulated press agency campaign, incorporating theatrical and attention-grabbing elements to garner media coverage and public attention.
- Unit 2.** **Practical Application Public Information Model**
Creating and disseminating informative press materials, such as press releases and fact sheets, to enhance public understanding of an organization or event.
- Unit 3.** **Practical Application Two WayAsymmetric Model**
Applying the two-way asymmetric model, students will conduct surveys, gather feedback, and adjust communication strategies based on audience responses to achieve persuasive communication objectives.
- Unit 4.** **Practical Application Two Way Symmetric Model**
Through interactive dialogues and engagement strategies, students will implement the two-way symmetric model to foster mutual understanding between an organization and its publics, emphasizing balanced communication.
- Unit 5.** **Designing Public Relation Tools**
Design and create essential PR tools, such as newsletters, position papers, opinion papers, blogs, features, columns, and articles, demonstrating effective communication through various mediums.

Unit 6.

Organizing PR Campaigns and Corporate Communicate Campaigns

Execute, and evaluate comprehensive PR campaigns, incorporating corporate communication strategies, demonstrating their ability to manage and navigate real world communication challenges.

Recommended Books/Reference Material

1. Berg, K. (2009). *Finding connections between public relations, lobbying, and advocacy*. Public Relations Journal, 3(3), 2-19.
2. Camilleri, M. A. (2021). *Strategic corporate communication in the digital age*. Emerald Publishing Limited eBooks. <https://doi.org/10.1108/9781800712645>
3. Grunig, J., & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart and Winston.
4. O'Donnell, A. (2023). *Public relations and communications*. Public Relations Journal.
5. Smith, R. (2013). *Strategic Planning for Public Relations*. New York, NY: Routledge.

Advertising (Strategic Communication Project)

BS-Media and Communication Studies

Credit Code: MCM-437L

Credit Hours: 03

Pre-requisite: MCM-301

Objectives

To provide advanced training for the use of advertising and communication as a tool of marketing and favorable consumer behavior. The emphasis will be on the on the making of advertisements for radio, television and social media .it will be a practical course and the students will be expected to produce the advertisement.

Learning outcomes

- Understand the components of the marketing mix and their relationship to advertising strategies.
- Design effective TV commercials by integrating knowledge of consumer behavior and market segmentation.
- Produce and evaluate radio spots and sponsored radio commercial programs with a focus on creativity and audience engagement.

Course Outline

Unit 1.

Crafting Impactful Advertising Strategies

Designing an advertising strategy for a specific product or service. Conducting consumer behavior analysis through case studies. Creating a storyboard for an effective TV commercial.

Unit 2.

Navigating Advertising Research and Media Production

Scriptwriting and recording radio spots: Developing and producing a sponsored radio commercial program. Designing and executing an advertising research project.

Unit 3.

Strategic Campaign Execution

Developing and executing an integrated advertising campaign. Evaluating the effectiveness of the marketing mix in campaign success.

Unit 4.

Engaging Audiences through Digital Channels

Creating digital marketing content for a chosen product or service. Developing and implementing a social media advertising strategy.

Unit 5.

Creative Content Production and Evaluation

Producing creative content for various advertising mediums. Conducting a critical analysis and evaluation of advertising campaigns.

Recommended Books/Reference Material

1. Aaker, D. A., & Biel, A. L. (2015). *Brand equity & advertising: Advertising's role in building strong brands*. Psychology Press.
2. Bagwell, K. (2010). *The economic analysis of advertising*. In Handbook of Industrial Organization (5th ed.). Routledge.
3. De Mooij, M. (2016). *Global marketing and advertising: understanding cultural paradoxes*. Sage Publications.
4. Dyer, G. (2010). *Advertising as communication*. Routledge.
5. Holtzhausen, D., Fullerton, J., Lewis, B. K., & Shipka, D. (2021). *Principles of strategic communication*. Routledge.
6. Kelly, L. D., Hudson, J., & Bradley, S. (2015). *Advertising and public relations research* (2nd ed.). Routledge.
7. Katz, H. (2022). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*. Routledge.
8. Robert, C. (2016). *Persuasion: a revolutionary way to influence and persuade*. Simon & Schuster.

Public Relations (Strategic Communication Project)

BS-Media and Communication Studies

Credit Code: MCM-438L

Credit Hours: 03

Pre-requisite: MCM-301

Objectives

The students will be made to look at the field from the viewpoints of the Public Relations practitioner, the channels of communication use and the various publics in which P.R persons try to reach. This is a part-time nature course to involve students in such activities that bring out students' creative problem-solving talents and help them.

Learning Outcome

- Understand the comprehensive process of PR, including problem identification, programming, planning, communication, and evaluation.
- Analyze the factors influencing public opinion and attitudes in PR.
- Apply the principles and strategies learned in the course to plan and execute a PR campaign outside the university premises.

Course Outline

- Unit 1.** **Generating the Idea of Campaign**
Techniques for brainstorming and generating creative PR campaign ideas.
Identifying relevant and timely topics for campaigns.
- Unit 2.** **Strategic Feasibility Planning in PR Campaigns**
Developing a feasibility plan for a selected campaign idea.
Conducting a cost benefit analysis for proposed campaigns.
- Unit 3.** **Crafting Persuasive PR Proposals**
Writing and presenting PR proposals for selected campaign ideas.
Receiving and providing constructive feedback on proposals.
- Unit 4.** **Hands-On Campaign Execution within Institutional Premises**
Implementing the approved PR campaign within the university.
Collaborating with university departments for seamless execution.
- Unit 5.** **Extending PR Impact beyond Institutional Boundaries**
Modifying and extending the PR campaign to an external setting.
Managing logistics and partnerships for successful off-campus execution.

Recommended Books/Reference Material

1. Bacchus, J. (2021). *Fashionably fake* (Doctoral dissertation, Brown University).

2. Li, C., Ye, W., & Yu, S. (2021). *Internal marketing under the platform era: the influence of gamification app design on mobile service providers' performance*. Taylor & Francis.
3. Lipschultz, J. H. (2020). *Social media communication: Concepts, practices, data, law and ethics*. Routledge.
4. Ritchie, A. (2022). *Invention in PR*. Taylor & Francis.
5. Smith, J. (2020). *Public relations practice for students: A practical guide*. Publisher.

Film Making

BS-Media and Communication Studies

Credit Code: MCM-425

Credit Hours: 01

Pre-requisite: Nil

Course Objectives

The goal of this course is to introduce each student to the basic fundamentals of motion picture cinematography, to include both technical knowledge and artistic application. Special focus will be placed on the specific camera and Lighting equipment. Topics will include, but are not limited to; camera operation, composition and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity and all aspects of visual

Learning Outcomes

- Acquire the basic know how about filmmaking techniques and its application in real worldscenario, Evaluate the present status of the film making in present socio-political state of affairs of the society,
- Develop keen interest in the area of creative arts and storytelling.

Course Outline

- Unit 1.** **Foundations of Cinematography**
Understanding the role of the cinematographer, screen clips and short film. Composition. Framing, frame size terminology. Demo of camera equipment, lens choice, exposure, F-Stop, shutter, ISO.
- Unit 2.** **Camera Operation and Movement**
Depth of field. Camera operating. Composition and framing exercise. Exposure setting exercise. Focus pulling exercise. Camera movement.
- Unit 3.** **Lighting Techniques and Concepts**
Lighting for emotional impact. Lighting terminology, Color, temperature. Types of lighting units, Controlling light, Grip equipment, Gels. Diffusion, Day exterior lighting techniques, Bounced and diffused sunlight concepts, Screen day exterior lighting example clips.
- Unit 4.** **Advanced Cinematography Techniques**
Shooting rules. Continuity rules. Covering a scene. 180 degree line.
- Unit 5.** **Sounds in Filmmaking**
Importance of sound recording. Role of music. Role of sound effects.

Recommended Books/Reference Material

1. Asc, D. S. (2021). *Digital cinematography: Fundamentals, tools, techniques, and workflows*. Routledge.
2. Brown, B. (2016). *Cinematography: theory and practice: Image making for cinematographers and directors*. CRC Press.
3. Coleman, L., & Schaefer, R. (2022). *The cinematographer's voice: Insights into the world of visual storytelling*. State University of New York Press.
4. Mackendrick, A., & Cronin, P. (2005). *On film making: An introduction to the craft of the director*. *Cinéaste*, 30(3), 46-54.
5. Malone, A. (2022). *Girls on film: Lessons from a life of watching women in movies*. Mango Media Inc.

Film Making (Lab)

BS-Media and Communication Studies

Credit Code: MCM-425L

Credit Hours: 02

Prerequisite: Nil

Objectives

To equip students with a practical understanding of camera operation, exposure settings, framing, and composition. And to provide insights into the industry standards, practices, and challenges, preparing students for real-world filmmaking scenarios. In order to practice art of film making, from idea generation to final execution.

Learning Outcomes

- Demonstrate proficiency in operating various types of camera equipment and understanding of exposure settings.
- Implement cinematic techniques such as camera movement, focus pulling, and diverse shot types to enhance visual storytelling.
- Critically analyze and evaluate different filmmaking techniques, styles, and approaches.

Course Outline

- Unit 1. Camera Operation and Exposure Settings**
Hands-on practice with different camera types. Conducting exposure experiments to understand the impact of settings.
- Unit 2. Framing and Composition in Filmmaking**
Creating storyboard exercises for selected scenes. Shooting scenes to implement framing and composition principles.
- Unit 3. Cinematic Techniques and Visual Storytelling**
Implementing camera movement and focus pulling in practical scenarios. Collaborative shooting exercises to explore diverse shot types.
- Unit 4. Pre-production for Short Films**
Developing a short film script. Conducting casting auditions and location selection. Creating a budget and schedule for the chosen short film.
- Unit 5. Production of Short Films**
Filming the short films based on the pre-production plan.
- Unit 6. Post-Production of Short Films**
Collaborative editing and post-production work on the short films.

Recommended Books/Reference Material

1. Barnwell, J. (2019). *The fundamentals of filmmaking*. Bloomsbury Publishing.
2. Senapati, U. (2022). *Filmmaking*. K.K. Publications.

3. Coleman, L., & Schaefer, R. (2022). *The cinematographer's voice: Insights into the world of visual storytelling*. State University of New York Press.
4. Mackendrick, A., & Cronin, P. (2005). *On film making: An introduction to the craft of the director*. *Cinéaste*, 30(3), 46-54.
5. Malone, A. (2022). *Girls on film: Lessons from a life of watching women in movies*. Mango Media Inc.

Advance Media Production

BS-Media and Communication Studies

Credit Code: MCM-426

Credit Hours: 01

Pre-requisite: Nil

Objectives

This course is designed to impart practical knowledge on the art of media production duly guided by media scholarship. Additionally, they will be taught how to pitch ideas for professional production. It is hoped, by the end of the course, the students will be able to produce professional work for media industry in Pakistan.

Learning Outcomes

- Develop advanced skills in producing and directing professional genres, including drama, films, and documentaries.
- Apply storytelling techniques specific to each genre, emphasizing narrative structure, pacing, and visual storytelling.
- Gain theoretical knowledge and practical skills in lighting for media production.
- Apply lighting techniques to enhance visual aesthetics and convey mood in different production scenarios.

Course Outlines

- Unit 1.** **Foundations of Media Production**
Producing and directing professional genres. Learning techniques of Drama, Films, Documentary. Production issues and challenges. News production. Media literacy.
- Unit 2.** **Studio Production and Design**
Studio recording. Sets. Studio geography.
- Unit 3.** **Cinematography and Lighting**
Theory and practice of camera. Theory and practice of lighting.
- Unit 4.** **Advanced Editing and Post-Production**
Multi Camera Production. Editing techniques. Finished Product.
- Unit 5.** **After Effects and Its Role in Post-Production**
After effects introduction. Tools and techniques. Role of after effect in creative productions.

Recommended Books/Reference Material

1. Coleman, E. R. (2023). *The wellbeing of ordinary people in factual television production*. Media, Culture & Society.
2. Kindem, G., & Musburger, R. B. (2012). *Introduction to media production: the path to digital media production*. Routledge.
3. Lievrouw, L. A. (2023). *Alternative and activist new media*. John Wiley & Sons.
4. Pepler, K. A., & Kafai, Y. B. (2007). *From supergoo to scratch: Exploring creative digital media production in informal learning*. *Learning, media and technology*, 32(2), 149-166.
5. Zaffuto, J. S. (2023). *Producing graphic media for sports: New horizons and possibilities for the motion media specialist*. Taylor & Francis.

Advance Media Production (Lab)

BS-Media and Communication Studies

Credit Code: MCM-426L

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course is designed to train students in advanced techniques of media productions like camerawork for the production of professional videos, lighting, direction and postproduction.

Learning Outcomes

- Develop skills in producing news segments, including news gathering, writing, and on-air presentation.
- Master advanced editing techniques, including nonlinear editing software.
- Apply editing skills to enhance visual storytelling, pacing, and overall narrative coherence.

Course Outlines

- Unit 1.** **News Production Techniques**
Scripting and presenting news stories. Conducting on-location interviews and capturing footage. News reporting exercises.
- Unit 2.** **Drama Production**
Script analysis and interpretation. Casting and rehearsing scenes. Filming short drama sequences.
- Unit 3.** **Documentary Production**
Conducting documentary research and reconnaissance. Developing treatments for documentary concepts. Pitching and packaging a documentary project.
- Unit 4.** **Editing Techniques**
Hands-on editing sessions using industry-standard software. Editing news packages, drama sequences, and documentary segments.
- Unit 5.** **Final Production Showcase**
Presenting and showcasing the integrated production to the class.
Reflecting on the overall production process and individual contributions.

Recommended Books/Reference Material

1. Kochberg, S. (2002). *Introduction to documentary production*. Wallflower Press.
2. Lievrouw, L. A. (2023). *Alternative and activist new media*. John Wiley & Sons.
3. Neilson, T. (2020). *Journalism and digital labor: Experiences of Online News*

- Production*. Routledge.
4. Pepler, K. A., & Kafai, Y. B. (2007). *From supergoo to scratch: Exploring creative digital media production in informal learning*. *Learning, media and technology*, 32(2), 149-166.
 5. Zaffuto, J. S. (2023). *Producing graphic media for sports: New horizons and possibilities for the motion media specialist*. Taylor & Francis.

Documentary Production

BS-Media and Communication Studies

Credit Code: MCM-427

Credit Hours: 01

Pre-requisite: Nil

Objectives

Students will be able to develop idea for documentary, search for right persons for interview recording, record footage and gather other elements, and finally build up sequence for final cut.

Learning Outcomes

- Acquire the basic knowledge of drawing technical skills of documentary production and its application in real world situation more effectively,
- Evaluate the technique using imagination while observing different panorama through creative and meaningful manner,
- Display skill to evaluate social syndrome in more artistic manner.

Course Outline

- Unit 1.** **Introduction and Foundations of Documentary Production**
Introduction, history, and evolution. Difference from fiction. Characteristics of documentary. Documentary in theatre.
- Unit 2.** **Key Elements of Documentary**
Director's and editor's role in documentary. Types of documentary. Cinema Verite. Docudrama. Mockumentary.
- Unit 3.** **Pre-production and Planning for Documentary**
Idea generation and development. Producer role and documentary business. Research for documentary. Writing research report. Writing proposal for documentary. Creative treatment writing, budgeting and scheduling, contract. Agreements and personal release forms.
- Unit 4.** **Writing and Scripting for Documentary**
Writing the documentary script. Writing final script for two documentaries.
- Unit 5.** **Production and Interview Techniques**
Camera and lighting issues. Sound recording issues. Interview skills. Designing the questionnaire. Framing and interview recording. Preliminary planning and arrangements. Preview session.

Recommended Books/Reference Material

1. Bernard, S. C. (2022). *Documentary storytelling: creative nonfiction on screen*. Routledge.
2. Boillat, A. (2023). *Cinema as a world building machine in the digital era: Essay on multiverse films and TV series*. Indiana University Press.
3. Cunningham, M. (2005). *The art of documentary: ten conversations with leading directors, cinematographers, editors, and producers*. New Riders Press.
4. Hampe, B. (1997). *Making documentary films and reality videos: a practical guide to planning, filming, and editing documentaries of real events*. New York: Owl Books.
5. Rabiger, M. (2004). *Directing the documentary*. Focal Press.
6. Rosenthal, A. (2002). *Writing, directing, and producing documentary films and videos*. Carbondale: Southern Illinois Press.
7. Sheila, C. B. (2007). *Documentary storytelling: making stronger and more dramatic nonfiction films* (2nd ed.). Focal Press.

Documentary Production (Lab)

BS-Media and Communication Studies

Credit Code: MCM-427L

Credit Hours: 02

Pre-requisite: Nil

Objectives

Students will learn to plan and execute documentary projects, including pre-production, Production, and post-production phases. And Master post-production techniques, including editing, sound design, and the integration of graphics.

Learning Outcomes

- Successfully plan, organize, and execute documentary projects from conception to completion.
- Demonstrate proficiency in operating documentary production equipment, including cameras, lighting setups, and audio recording devices.

Course Outline

Unit 1.

Foundations of Documentary Production

Compare and contrast a documentary and fiction film, highlighting key differences. Analyze the impact of documentary storytelling in different cinematic formats.

Unit 2.

Key Elements of Documentary

Role play exercises simulating the director's decision-making process. Analysis of different types of documentaries with case studies. Collaborative creation of a checklist for key elements in documentary production.

Unit 3.

Pre-production for Documentary

Brainstorming sessions for generating documentary ideas. Creating a sample research report based on a chosen documentary topic. Developing a documentary proposal for a hypothetical project. Budgeting exercise for a small scale documentary production.

Unit 4.

Scripting for Documentary

Writing a documentary script for a selected concept. Peer review and revision of the initial script. Structural analysis of famous documentaries in the context of the three-act design.

Unit 5.

Production and Post-Production of Documentary

Hands-on experience with camera and lighting setups. Conducting and recording mock interviews with peers. Executing a short documentary interview session.

Recommended Books/Reference Material

1. Bernard, S. C. (2022). *Documentary storytelling: creative nonfiction on screen*. Routledge.
2. Boillat, A. (2023). *Cinema as a world building machine in the digital era: Essay on multiverse films and TV series*. Indiana University Press.
3. Cunningham, M. (2005). *The art of documentary: ten conversations with leading directors, cinematographers, editors, and producers*. New Riders Press.
4. Hampe, B. (1997). *Making documentary films and reality videos: a practical guide to planning, filming, and editing documentaries of real events*. New York: Owl Books.
5. Rabiger, M. (2004). *Directing the documentary*. Focal Press.
6. Rosenthal, A. (2002). *Writing, directing, and producing documentary films and videos*. Carbondale: Southern Illinois Press.

Video Editing and Graphic Packaging for News and Current Affairs (Lab)

BS-Media and Communication Studies

Credit Code: MCM-428L

Credit Hours: 03

Pre-requisite: Nil

Objective

This course aims to guide student through the various stages of video production including pre and post-production phases. Students will actively participate in the editing of their own material that will include news and current affair packages for broadcast media.

Learning Outcomes

- Acquire the basic knowledge of non-linear editing skills for news and current affairs and understand the concepts of graphics packaging & techniques and use them efficiently.
- Solve, analyze and evaluate the problems using imagination while observing different multi-view objects.
- Demonstrate individually the graphics packaging of planning, execution and deployment of graphics packages for news and current affairs programs

Course Outline

Unit 1. Production Process of News and Current Affair Programs

Power of sound and visuals. Pre-production. Post-production. Video and sound editing. Importance of graphics. Video editing in news and current affairs. Sound elements for news, documentaries and current affair programs. Editing for news. Selection of required visual elements. Editing for current affair programs and required visual elements. Editing for news report, feature report, documentary and visual elements.

Unit 2. Non Linear Editing and Requirements

Computers as video and sound editing machines. Introduction to video and sound editing software. Hardware requirements. Software requirements.

Unit 3. Basics of Video and Sound Editing

Introduction to editing and compositing. Understand the objectives and goals of project.

Workflow design for project. Post-production scheduling. Resource allocation. Sequences and clips. Types of editing, offline editing, online editing. Frame resolution. Assembling project. Video transitions.

Unit 4. Understanding the Visual Material

Basic shot types. Shot descriptions. Shot categories. Simple shots. Complex shots. Developing shots. Framing and composition. Screen direction. 180 degree rule/axis of action. 30 degree rule. matching angles. Matching eye-line. Continuity of action. Continuity of dialogue.

Unit 5. Edit Categories

Factors of editing. Shot composition. Camera angle. Continuity. The Cut. The Dissolve. The Wipe. The Fade.

Unit 6. The Five Major Categories of Edit Types

The action edit. The screen position edit. The form edit. The concept edit. The combined edit.

Unit 7. Editing Terms

Sync sound and counting time. Montage. Parallel editing. Multi camera editing. Composite editing. Rendering. Video resolution. Additional editing topics, sound. color correction. digital workflow.

Unit 8. Practical

Three minute news feature package on any issue. A multi camera program of 25 minutes on any social issue.

Recommended Books/Reference Material

1. Bowen, C. J., & Thompson, R. (2012). *Grammar of the Edit*. CRC Press.
2. College, A. (2022). *Audio & video editing (windows 10 video editor)*. Advanced Micro Systems.
3. Concepcion, R. (2023). *Video storytelling projects: A guide to shooting, editing and producing amazing video stories on the go*. New Riders.
4. Dancyger, K. (2013). *The technique of film and video editing: history, theory, and practice*. Taylor & Francis.
5. Keast, G. (2015). *The art of the cut: editing concepts every filmmaker should know*. CreateSpace.
6. Murch, W. (2001). *In the blink of an eye: a perspective on film editing*. Weidenfeld & Nicolson.

10. List of Mandatory Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	QTS-101/ ETH-102	Quranic Translation Studies-I / Ethics-I	Nil	1
2	QTS-201/ ETH-201	Quranic Translation Studies-II / Ethics-II	Nil	1
3	QTS-301/ ETH-301	Quranic Translation Studies- III / Ethics-III	Nil	1
4	QTS-401/ ETH-401	Quranic Translation Studies- IV / Ethics-IV	Nil	1
5	INT-499	Internship	Nil	3
6	CP-499	Capstone Project	Nil	6

10. Course Outlines for Mandatory Courses

Quranic Translation Studies

Course Title: Quranic Translation Studies-I

Course Code: QTS-101

Credit Hours: 1

Pre-Requisites: Nil

Course Objectives

This course will enable the students to Identify concept of Tawheed and its types, Analyze the importance of concept of Tawheed for a Muslim, Create a relation of their actions with Tawheed.

Learning Outcomes

This course will enable the students to:

- Demonstrate their understanding about many of the verses of Holy Quran relating to Tawheed and the various aspects of Tawheed.
- Translate many of the verses relating Tawheed and its types.
- Practically associate their lives to the concepts like Tawheed.

Course Outline:

Unit 1. Al-Fatiha – Al-Nisa

AL-FATIHA:1-7, AL-BAQARAH:83,117,163,186,255, AL-IMRAN:26,79,
AN-NISA:116-120,136,171

Unit 2. Al-Anaam – Al-Younas

AL-AN'AM:1-3,11-18,59-60,74-79,100-108, AL-A'ARAF:158,172,194-198,
AL-TAUBA:51, YOUNAS:3,6,18,65-70

Unit 3. Hood – Al-Nahl

HOOD:2-4, YOUSAF:38,39, AR-RA'AD:3,8, IBRAHIM:34, AL-NAHL:20,51

Unit 4. Al-Isra – Al-Qasas

AL-ISRA:110-111, MARYAM:35, TA-HA:6-8, AL-MU'MINOON:115,116,
AL-QASAS:74

Unit 5. Al-Ankaboot – Al-Hashir

AL-ANKABOOT:17,56,57 LUQMAN:13-16,32,34 FATIR:40, AZ-
ZUMAR:3,7,36 MUHAMMAD:38 AL-HADID:1-3, AL-HASHR:18-24

Ethics (in lieu of Quranic Translation Studies)

Course Code: ETH-102

Course Title: Ethics-I

Credit hours: 1

Pre-Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to know the basics of ethics and know how to develop an ethical approach. Also analyze the importance of ethical and ethical values for a human being.

Learning Outcomes

- Students will be able to demonstrate their understanding about the concept of Ethics, ethical approach.
- Relate and apply these ethical values in their lives.

Course Outline:

Unit 1. Introduction to Ethics and Defining Ethics

Unit 2. The Importance and purpose of Ethics

Unit 3. Basic Ethical Principles

Beneficence. Nonmaleficence. Autonomy. Justice.

Unit 4. Cultural Relativism with Ethics

Unit 5. Ways to improve Ethical behavior

Ethical awareness. Ethical education. Ethical education. Ethical leadership.

Recommended Books/Reference Material

Books

1. Davis, N. K. (2023). *Elements of ethics*. Legare Street Press.
2. Edmonds, D. (2019). *Ethics and the contemporary world*. Taylor & Francis.
3. Hastings, J., Alexander, J., & Gray, S. L. (2023). *The encyclopedia of religion and ethics*. Creative Media Partners, LLC.
4. Robinson, D., & Garratt, C. (2008). *Introducing ethics: A graphic guide*. Icon Books Ltd., UK.
5. اخلاق اور فلسفہ اخلاق، سیوہاروی، حفظ الرحمن، ندوۃ المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

Websites and Articles

1. American Academy of Arts and Sciences. (2017). *The ethical dimensions of global environmental issues*. Retrieved July 7, 2017, from <http://www.amacad.org>
2. Brown, (2017). *The ethical dimensions of global environmental issues*. American Academy of Arts and Sciences. Retrieved July 7, 2017, from <http://www.amacad.org>
3. Bussmann, J. (2016). *Top 9 ethical issues in artificial intelligence*. Retrieved July 7, 2017, from World Economic Forum website: <http://www.weforum.org>
4. Business Ethics Magazine. (n.d.). Retrieved from <http://www.business-ethics.com/annual.htm>
5. Ethics and Religion, Shefali Narange. (n.d.). Retrieved from <http://www.paperpublications.org/>
6. Institute for Global Ethics. (n.d.). Retrieved from <http://www.globalethics.org>
7. Klimes, R. E. (2000). *Ethical Problems*.
8. Learn Well. (n.d.). *Ethical problems*. Retrieved from <http://www.learnwell.org/ethicalproblems.htm>
9. Lifepersona. (n.d.). *Ten ethical problems of the present world*. Retrieved from <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
10. Ward, S. J. A. (2005). *Philosophical foundations for global journalism ethics*. *Journal of Mass Media Ethics*, 20(1). Retrieved from <http://www.jstor.com/stable/resrep12025.7>

Quranic Translation Studies

Course Title: Quranic Translation II

Course Code: QTS-201

Credit hours: 1

Pre-Requisites: Nil

Objectives

This course will enable the students to identify concept of Risalat and Akhirat and the verses and beliefs related to these verses. Moreover, analyze the importance of these concepts in the life of a Muslim. Also, develop the sense of belongingness to the various prophets and their stories mentioned in the Quran and the accountability of actions for Akhirat.

Learning Outcomes

This course will enable the students to:

- Demonstrate their understanding about many of the verses of Holy Quran relating to Risalat and Akhirat.
- Translate many of the verses relating themes.
- Practically associate their lives to these concepts.

Course Outline

Unit 1. Risalat: Al-Baqarah – Al-Anaam

AL-BAQARAH:4,54,87 -89,125,133,253,287, AL-IMRAN:31,67,68,84,85,164, AN-NISA:64-65,,80,163-166,169. AL-MAIDAH:17-18,56,72,116-118, AL-AN'AM:84-87

Unit 2. Risalat: Al-Taubah – Al-Ahzaab

AL-TAUBA:30-33 , HOOD:53-66,84-100, IBRAHIM:41, AL-NAHL:36,43, TA-HA:9-16 ,84-90, AL-NAML:15-17, AL-AHZAAB:21-24,33,36,40,45-46,71

Unit 3. Risalat: Muhammad – Al-Qalam

MUHAMAD:32,33, AL-NAJM:1-10, AL-HADDED:28 , AS-SAF:9, AL-MUNAFIQOON:1,8, AL-QALAM:51,52

Unit 4. Akhirat: Al Baqarah – Al-Nisa

AL-BAQARAH:4,123,201, AL-IMRAN:8-9,14,24-25,30,133, AN-NISA :13,41-42,124,145,147

Unit 5. Akhirat: Al Zakhraf – Al Mumtahina

AL-ZUKHRAF:66-67, AL-HADEED:20, AL-MUMTAHINA:6

Unit 6. Akhirat: Al Talaq – Al Naziyat

AT-TAL'AQ:2, ALQAYAMAH:1-40, AN-NAZIYAT:42-46

Ethics (in lieu of Quranic Translation Studies)

Course Code: ETH-201

Course Title: Ethics-II

Credit Hours: 1

Pre-Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to identify the Semitic & Non-Semitic Religions. Moreover, develop the concept of Ethics in Semitic & Non-Semitic religions. Also, analyze the similarities and Differences between Ethical teachings of various religions.

Learning Outcomes

- Analyze the difference between the concept of Ethics in Semitic and Non-Semitic religions.

Course Outline

- Unit 1.** **The Concept of Ethics in Major Religions- Islam**
Intro and brief history of Islam. Basic ethical teaching in Islam.
- Unit 2.** **The Concept of Ethics in Major Religions- Christianity**
Introduction and brief history of Christianity. Basic ethical teachings in Christianity.
- Unit 3.** **The Concept of Ethics in Major Religions- Judaism**
Introduction & brief history of Judaism. Basic ethical teachings in Judaism.
- Unit 4.** **The Concept of Ethics in Major Religions- Hinduism**
Introduction and brief history of Hinduism. Basic ethical teachings in Hinduism.
- Unit 5.** **The Concept of Ethics in Major Religions- Buddhism**
Introduction & brief history of Buddhism. Basic ethical teachings in Buddhism.
- Unit 6.** **The Concept of Ethics in Major Religions- Confucianism**
Introduction and brief history of Confucianism. Basic ethical teachings in Confucianism.

Recommended Books/Reference Material

Books

1. Davis, N. K. (2023). *Elements of ethics*. Legare Street Press.
2. Edmonds, D. (2019). *Ethics and the contemporary world*. Taylor & Francis.
3. Hastings, J., Alexander, J., & Gray, S. L. (2023). *The encyclopedia of religion and ethics*. Creative Media Partners, LLC.

4. Robinson, D., & Garratt, C. (2008). *Introducing ethics: A graphic guide*. Icon Books Ltd., UK.
5. اخلاق اور فلسفہ اخلاق، سیوہاروی، حفظ الرحمن، ندوة المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

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1. American Academy of Arts and Sciences. (2017). *The ethical dimensions of global environmental issues*. Retrieved July 7, 2017, from <http://www.amacad.org>
2. Brown, (2017). *The ethical dimensions of global environmental issues*. American Academy of Arts and Sciences. Retrieved July 7, 2017, from <http://www.amacad.org>
3. Bussmann, J. (2016). *Top 9 ethical issues in artificial intelligence*. Retrieved July 7, 2017, from World Economic Forum website: <http://www.weforum.org>
4. Business Ethics Magazine. (n.d.). Retrieved from <http://www.business-ethics.com/annual.htm>
5. Ethics and Religion, Shefali Narange. (n.d.). Retrieved from <http://www.paperpublications.org/>
6. Institute for Global Ethics. (n.d.). Retrieved from <http://www.globalethics.org>
7. Klimes, R. E. (2000). *Ethical Problems*.
8. Learn Well. (n.d.). *Ethical problems*. Retrieved from <http://www.learnwell.org/ethicalproblems.htm>
9. Lifepersona. (n.d.). *Ten ethical problems of the present world*. Retrieved from <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
10. Ward, S. J. A. (2005). *Philosophical foundations for global journalism ethics*. *Journal of Mass Media Ethics*, 20(1). Retrieved from <http://www.jstor.com/stable/resrep12025.7>

Quranic Translation Studies

Course Title: Quranic Translation III

Course code: QTS-301

Credit hours: 1

Pre-Requisites: Nil

Objectives

This course will enable the students to identify the pillars of Islam and the verses and beliefs related to these pillars. Moreover, analyze the importance of these pillars in the life of a Muslim. Also, Develop the sense of belongingness to these pillars of Islam

Learning Outcomes

This course will enable the students to:

- Demonstrate their understanding about many of the verses of Holy Quran relating to Pillars of Islam
- Translate many of the verses relating themes.
- Practically associate their lives to these concepts.

Unit 1. Pillars of Islam: Al-Baqarah - Maryam

AL-BAQARAH:3,45,110,158,183-185,187,196,197,261, AL-IMRAN:92,95-97, AL-ANFAL:1, AT-TAUBA:60, MARYAM:31

Unit 2. Pillars of Islam: Al-Taha – Al-Dahar

TAHA:14, AL-HAJJ:41,78, AL-MU’MINOON:1-11, AL-AHZAAB:35, AD-DAHAR:9

Unit 3. Muamlaat & Ethics: Al-Baqarah – Al Nisa

AL-BAQARAH:228-237,240,275-281, AL-IMRAN:130, AN-NISA:2,4,7,11-13

Unit 4. Muamlaat & Ethics: Al-Maida – Al-Roam

AL-MAIDAH:32,33,38, SURAH NOOR (1-31), AR-ROAM:39

Unit 5. Muamlaat & Ethics: Al-Hujurat – Al-Mauoon

AL-HUJRAAT:6-13, SURAH HUMA’ZAH, SURAH MA’UOON

Ethics (in lieu of Quranic Translation Studies)

Course Code: ETH-301

Course Title: Ethics-III

Credit hours: 1

Pre- Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to have better understanding of ethics in various walks of life like in workplace, in business, journalism etc. Moreover, analyze the importance of these ethical values. Also, relate these with their life.

Learning Outcomes

- Students will be able to demonstrate their understanding about the ethical values and their importance in their lives.
- Apply and relate their lives with these ethical principles.

Course Outline

Unit 1. Professional Ethics

Meaning of work and professional ethics. Professional Ethics and human values. Elements of professional ethics, person attitude, beliefs about work, positive attributes i.e., honesty, integrity, dedication, commitment, responsibility, interpersonal relationship.

Unit 2. Bioethics

Genetic engineering. Organ Donation. Cloning. Head Transplant.

Unit 3. Ethical Conduct in Business Ethics and it's important

Types of business ethics. Common business ethical challenges. Conflict of interest, honesty, integrity, whistle blowing. Loyalty vs. truth.

Unit 4. War and Technology

Ethics in war. Different approaches regarding war, realistic, pacifist and just war Theory. Ethical technology issues, data privacy, data misuse, Misinformation in digital publishing, social and political instability.

Unit 5. Journalism

Principles of ethical journalism. Truth and accuracy. Independence. Objectivity. Fairness and impartiality. Humanity. Public accountability

Recommended Books/ Reference Material

Books

1. Davis, N. K. (2023). *Elements of ethics*. Legare Street Press.

2. Edmonds, D. (2019). *Ethics and the contemporary world*. Taylor & Francis.
3. Hastings, J., Alexander, J., & Gray, S. L. (2023). *The encyclopedia of religion and ethics*. Creative Media Partners, LLC.
4. Robinson, D., & Garratt, C. (2008). *Introducing ethics: A graphic guide*. Icon Books Ltd., UK.
5. اخلاق اور فلسفہ اخلاق، سیوہاروی، حفظ الرحمن، ندوۃ المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

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1. American Academy of Arts and Sciences. (2017). *The ethical dimensions of global environmental issues*. Retrieved July 7, 2017, from <http://www.amacad.org>
2. Brown, (2017). *The ethical dimensions of global environmental issues*. American Academy of Arts and Sciences. Retrieved July 7, 2017, from <http://www.amacad.org>
3. Bussmann, J. (2016). *Top 9 ethical issues in artificial intelligence*. Retrieved July 7, 2017, from World Economic Forum website: <http://www.weforum.org>
4. Business Ethics Magazine. (n.d.). Retrieved from <http://www.business-ethics.com/annual.htm>
5. Ethics and Religion, Shefali Narange. (n.d.). Retrieved from <http://www.paperpublications.org/>
6. Institute for Global Ethics. (n.d.). Retrieved from <http://www.globalethics.org>
7. Klimes, R. E. (2000). *Ethical Problems*.
8. Learn Well. (n.d.). *Ethical problems*. Retrieved from <http://www.learnwell.org/ethicalproblems.htm>
9. Lifepersona. (n.d.). *Ten ethical problems of the present world*. Retrieved from <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
10. Ward, S. J. A. (2005). *Philosophical foundations for global journalism ethics*. *Journal of Mass Media Ethics*, 20(1). Retrieved from <http://www.jstor.com/stable/resrep12025.7>

Quranic Translation Studies

Course Title: Quranic Translation IV

Course Code: QTS-401

Credit hour: 1

Pre-Requisites: Nil

Objectives

This course will enable the students to recite these short chapters of the Quran that are recited in prayers specifically. Also, analyze the importance of these chapters in the life of a Muslim

Learning Outcomes

This course will enable the students to:

- Demonstrate their understanding about many of the short chapters of Holy Quran that are recited during prayers.
- Translate many of the verses of these chapters.
- Practically associate their lives to these concepts.

Course Outline

- Unit 1.** **Surah Yaseen- Al- Nashrah**
Surah Yaseen, Surah Al Mulk , Surah An-Shareh
- Unit 2.** **Surah Al-Teen- Al- Takasur**
Surah Teen, Syrah Zilzal, Surah Takasur
- Unit 3.** **Surah Al-Asr- Al- Kausar**
Surah Asr, Surah Feel, Surah Quraish, Surah Kausr
- Unit 4.** **Surah Al-Kafiroon- Al- Lahab**
Surah Kafiroon, Surah Nasr, Surah La'hb
- Unit 5.** **Surah Al-Ikhlās- Al- Naas**
Surah Ikhlas, Surah Falaq , Surah Naas

Ethics (in lieu of Quranic Translation Studies)

Course code: ETH-401

Course Title: Ethics-IV

Credit hour: 1

Pre-Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to be familiarize with Contemporary World's Ethical Issues and to develop answers about them.

Learning Outcomes

- Identify Contemporary World's Ethical Issues
- Demonstrate their understanding about various present world's ethical problems.

Course Outline

Unit 1. Social Inequalities

Meaning of Social Inequalities, Issues related to social inequality. Difference in source of income, Health care, Freedom of speech, Gender inequality, Toxic workplace culture, Education, Political representation & participation

Unit 2. Environmental Ethics

Core Principles of environmental ethics: Justice & sustainability, Sufficiency & compassion, Solidarity & public participation, Pollution prevention. Current issues of environmental ethics: Pollution, The depletion of natural resources, Loss of biodiversity, Destruction of ecosystem, Global climate change.

Unit 3. Excessive Use of Artificial

Intelligence Meaning of AI, Ethical challenges of AI tools. Lack of transparency of AI, AI is not neutral, Inaccuracy, Discriminatory outcomes.

Unit 4. Social Media Ethics Popular Social Media Platforms

Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, Pinterest, Reddit, LinkedIn, Twitter. Current Ethical issues in social media: Plagiarism, Fake news, Harassment, Photo ethics, Post without caution, inappropriate behavior privacy.

Unit 5. Feminist Ethics

Meaning of the Feminist Ethics, Importance of the Feminist Ethics, Advantages and Disadvantages of Feminism.

Recommended Books/ Reference Material

Books

1. Davis, N. K. (2023). *Elements of ethics*. Legare Street Press.
2. Edmonds, D. (2019). *Ethics and the contemporary world*. Taylor & Francis.
3. Hastings, J., Alexander, J., & Gray, S. L. (2023). *The encyclopedia of religion and ethics*. Creative Media Partners, LLC.
4. Robinson, D., & Garratt, C. (2008). *Introducing ethics: A graphic guide*. Icon Books Ltd., UK.
5. اخلاق اور فلسفہ اخلاق، سیوہاروی، حفظ الرحمن، ندوۃ المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

Websites and Articles

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2. Brown, (2017). *The ethical dimensions of global environmental issues*. American Academy of Arts and Sciences. Retrieved July 7, 2017, from <http://www.amacad.org>
3. Bussmann, J. (2016). *Top 9 ethical issues in artificial intelligence*. Retrieved July 7, 2017, from World Economic Forum website: <http://www.weforum.org>
4. Business Ethics Magazine. (n.d.). Retrieved from <http://www.business-ethics.com/annual.htm>
5. Ethics and Religion, Shefali Narange. (n.d.). Retrieved from <http://www.paperpublications.org/>
6. Institute for Global Ethics. (n.d.). Retrieved from <http://www.globalethics.org>
7. Klimes, R. E. (2000). *Ethical Problems*.
8. Learn Well. (n.d.). *Ethical problems*. Retrieved from <http://www.learnwell.org/ethicalproblems.htm>
9. Lifepersona. (n.d.). *Ten ethical problems of the present world*. Retrieved from <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
10. Ward, S. J. A. (2005). *Philosophical foundations for global journalism ethics*. *Journal of Mass Media Ethics*, 20(1). Retrieved from <http://www.jstor.com/stable/resrep12025.7>

Internship

BS-Media and Communication Studies

Credit Code: MCM-498

Credit Hours: 03

Pre-requisite: Nil

Objectives

This internship provides Media and Communication Studies students with the opportunity to apply theoretical knowledge in a professional setting. Through hands-on experience, students will enhance their skills in media production, communication strategies, and content creation.

Learning Outcomes

- Develop hands-on proficiency in media production tools, including video editing software, graphic design programs, and audio production equipment.
- Learn to create and manage compelling content across different platforms, considering audience engagement and platform-specific best practices.
- Gain experience working in a team environment, understanding project workflows, and contributing to collaborative media and communication projects.
- Participate in the planning and execution of media campaigns, applying strategic communication principles and monitoring campaign performance.

Internship Activities and Responsibilities

Week 1-2. Orientation and introduction to the organization and its media/communication projects.

Week 3-4. Work on assigned projects related to specific area of specialization.

Week 5-6. Collaborate with different departments on (specific media campaigns or communication initiatives).

Week 7-8. Final project and presentation showcasing skills and contributions.

Capstone Project

BS-Media and Communication Studies

Credit Code: CP-499

Credit Hours: 03

Pre-requisite: Nil

Objectives

The capstone project provides an opportunity to apply their accumulated knowledge and skills to a real-world project. Students will engage in in-depth research, analysis, and creative work, demonstrating their proficiency in various aspects of media and communication.

Learning Outcomes

- Apply theoretical concepts learned throughout the program to solve real-world media and communication challenges.
- Enhance research and analytical skills by conducting in-depth investigations into media trends, communication strategies, or industry-related issues.
- Showcase proficiency in media production, including video/audio editing, graphic design, or other relevant skills acquired during the program.
- Develop and execute a comprehensive communication plan for a specific project, organization, or issue, considering target audiences, channels, and messaging.

Project Activities in Groups

1. Professional Quality Project

Produce a high quality media and communication project that demonstrates professional level skills and creativity.

2. Research and Analysis Report

Submit a comprehensive research and analysis report that explores relevant theories, industry trends, and insights related to the chosen project.

3. Effective Communication Materials

Create effective communication materials (e.g., videos, presentations, infographics) that align with the communication plan and project objectives.

4. Project Presentation

Deliver a compelling project presentation to a panel, showcasing the project's goals, process, and outcomes.

5. Reflective Analysis

Submit a reflective analysis paper discussing the challenges faced, lessons learned, and personal growth throughout the capstone project.

6. Peer and Supervisor Evaluations

Receive feedback and evaluations from peers and the supervisor, providing insights into strengths and areas for improvement.

11. List of General Education Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	ENG-110	Functional English	Nil	3
2	ISL-101/ ETH-101	Islamic Studies / Ethics	Nil	2
3	MTH-110	Quantitative Reasoning-I	Nil	3
4	ENG-111	Expository Writing	Nil	3
5	PAK-103	Ideology and Constitution of Pakistan	Nil	2
6	STA-112	Quantitative Reasoning-II	Nil	3
7	CS-107	Application of Information and Communication Technologies	Nil	2
8	CS-107 L	Application of Information and Communication Technologies (Lab)	Nil	1
9	MGT-303	Entrepreneurship	Nil	3
10	CCE-497	Civic and Community Engagement	Nil	2
11	BFA-124	History of Ancient Civilizations (Arts & Humanities)	Nil	3
12	PHY-103	Applied Physics (Natural Sciences)	Nil	2
12	PHY-103L	Applied Physics (Lab) (Natural Sciences)	Nil	1
14	ENG 206	Introduction to Gender Studies (Social Sciences)	Nil	3

11. Outlines of General Education Courses

Functional English

Course Code: ENG-110

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to equip students with essential language skills for effective communication in diverse real-world scenarios. It focuses on developing proficiency in English language usage: word choices, grammar and sentence structure. In addition, the course will enable students to grasp nuanced messages and tailor their communication effectively through application of comprehension and communication aspects including professional writing, public speaking, and everyday conversation. Ensuring that students are equipped in both academic and professional spheres. An integral part of the course is fostering a deeper understanding of the impact of language on diverse audiences. Students will learn to communicate inclusively and display a strong commitment to cultural awareness in their language use. Additionally, the course will enable them to navigate the globalized world with case and efficacy, making a positive impact in their functional interactions.

Learning Outcomes

- Apply enhanced English communication skills through effective use of word choices, grammar and sentence structure
- Comprehend a variety of literary non-literary written and spoken texts in English.
- Effectively express information, ideas and opinions in written and spoken English.
- Recognize inter-cultural variations in the use of English language and to effectively adapt their communication style and content based on diverse cultural and social contexts.

Course Outline

Unit 1. Introduction

Ice breaking Activities. Types and modes of Communication. Intrapersonal, Intra-personal and group Communication.

Unit 2. Rules for Structure of Sentences

Types of sentences on the basis of function (Declarative, Interrogative, Imperative, Exclamatory and structure (simple, compound, complex). Synthesis of sentences. Punctuation and Spellings. Vocabulary, lexical and functional categories.

- Unit 3. Concept of Time and Tense: Present, Past, Future**
Discussion: General topics and everyday conversation. Concept of Voice: active and passive voice. Functional use of Voice in different situations.
- Unit 4. Direct and Indirect Reporting**
Discussion regarding description of things persons, places, pictures, events etc. Salutation & Greeting, Introduction, asking and answering questions.
- Unit 5. Practicing Everyday Conversation**
Request and Permission, Agreement and Disagreement. Apologizing, Expressing likes and Dislikes, expressing opinion. Expressing approval, Disapproval.
- Unit 6. Articulating Expression**
Expressing appreciation, regret, and indifference. Expressing certainty, uncertainty, and obligation. Expressing suggestion, warning, Expressing possibility, impossibility & logical conclusion.
- Unit 7. Art of Inviting**
Accepting, declining invitation. Expressing & inquiring about preferences. Stating intentions and Making Plans. Giving directions. Instructing people how to do things.
- Unit 8. Discussing Past and Present**
Future prospects. Talking about the past.

Recommended Books/ Reference Material

1. Azar, B. S. (2003). *Fundamentals of english grammar*. Longman.
2. Beebe, S. A., Beebe, S. J., & Ivy, D. K. (2010). *Communication: principles for a lifetime* (p. 483). Boston, MA: Allyn & Bacon.
3. Eastwood, J. (1994). *Oxford guide to english grammar*. Oxford University Press.
4. Floyd, K., & Cardon, P. (2023). *Business and professional communication*. McGraw-Hill US Higher Ed USE.
5. Kortmann, B. (2020). *English linguistics: Essentials*. Springer Nature.
6. Langan, J. (2001). *College writing skills with readings*. New York.
7. Murphy, R. (2003). *English grammar in use*. Cambridge: Cambridge University Press.
8. Sharma, G. D. (2023). *A comprehensive resource book of functional English*. OEP, New Delhi.
9. Thomson, A. J., & Martinet, A. V. (2015). *A practical English grammar*. New York: Oxford University Press.
10. Wren, P. C., & Martin, H. (2000). *English grammar and composition*. New Delhi: S Chand & Company Ltd.

Islamic Studies

Course Code: ISL-101

Credit Hours: 02

Pre-Requisites: Nil

Objectives

Students will be able to demonstrate enhanced knowledge of Islamic Fundamentals, beliefs, practices, historical development, spiritual values and Ethical Principles. Describe Basic sources of Islamic Law and their application in daily life. Also, Identify and discuss contemporary issues being faced by the Muslim world Including Social Challenges, Gender Role and Interfaith dialogue.

Learning Outcomes

- Evaluate and discuss their understanding about the beliefs, history and Ethical values of Islam.
- Be able to apply and relate the Articles of faith in their life according to present world.
- Be able to analyze the importance of Quran and Sunnah in their life and also to refute many relating misconceptions
- Engage in Discussions and write about Contemporary issues specifically related to Women.

Course Outline

Unit 1. Introduction to Islam

Definition of Islam and its core Beliefs (Tawheed, Akhirat and Risalat), Pillars of Islam and their significance (Tawheed, Prayers, Fasting, Zakat & Hajj), The Holy Quran (Introduction, Revelation & Compilation), Sunnah & Hadith (Introduction, Revelation & Compilation)

Unit 2. Seerah of the Holy Prophet PBUH

Life of Prophet pbuh in Makkah, Life of Holy Prophet pbuh in Medina, Diverse roles of Holy Prophet pbuh (individual, leader, peacemaker, educator etc)

Unit 3. Islamic History and Civilization

World before Islam, The Rashidun Caliphate and its expansion, Contributions of Muslim Scientists and Philosophers.

Unit 4. Islamic Jurisprudence

Fundamental sources of Islamic Jurisprudence, Major Schools of Islamic Jurisprudence, Significance & principle of Ijtihad

Unit 5. Family and Society in Islam

Status and Rights of Women in Islam, Marriage, Family & Gender roles in Muslim Society, Family values and Structure in Muslim Society

Unit 6. Islam and Modern world

Relevance of Islam in Modern World. (Islamophobia, Interfaith dialogue & Multiculturalism), Islamic viewpoint towards socio-cultural and technological changes.

Recommended Books/Reference Material

1. Ahmed, A. (1996). *Women and social justice: An Islamic paradigm*. The Islamic Foundation UK.
2. Ahmed, K. (1971). *Islami nazria e hayat*. Karachi University Press.
3. Ahmed, K. (1980). *Islam, its meaning and message*. The Islamic Foundation UK.
4. Al-Mubarikpuri, M. S. (2002). *Al Raheeq ul Makhtoom (The sealed nectar)*. Dar ul Salam.
5. Al-Suhaym, M. B. A. (2006). *Islam, its foundation and concepts*. Darussalam.
6. Renard, J. (n.d.). *An introduction to islamic theology*.
7. Bokhari, A. S., Zafar, M. D., & Shakir, A. S. (2021). *A textbook of Islamic education*. Akram Printing Press, Lahore.
8. Hussain, M. (n.d.). *The five pillars of Islam: A framework for Islamic values and character building*. Kube Publishing, The Islamic Foundation UK.
9. Maududi, A. A. (2008). *Islamic civilization: Foundations, beliefs and principles*. Kube Publishing, Islamic Foundation UK.
10. Maududi, A. A. (2007). *Towards understanding Islam*. The Islamic Foundation UK.
11. Phillip, A. A. B. (2018). *Islamic studies*. International Islamic Publishing House.
12. Chaudary, M. N., & Malik, M. A. (2022). *Tafheem e Islamiyat*. Qureshi Brothers Publishers, Lahore.

Ethics (in lieu of Islamic Studies)

Course Code: ETH-101

Course Title: Ethics

Credit Hours: 2

Pre-Requisite: Nil

Objectives

Upon successful completion of the course, students will be able to know the basics of Ethics & Morality and develop Ethical approach, Identify the concept of Ethics in Different Religions & Relate the ethical values with their lives business ethics, journalism ethics etc.

Learning Outcomes

- Students will be able to demonstrate their understanding about the meaning of Ethics and Morality.
- Analyze the Similarities and Differences between ethical teachings of various religions.
- Develop sense of belongingness to the ethical values as a student, being member of the society etc.

Course Outline

- Unit 1.** **Meaning and Scope of Ethics**
Meaning and Definition of Ethics and Morality, Difference between Ethics and Morality, Relation of Ethics with: Religion, Science, Law.
- Unit 2.** **Historical development of Morality**
Instinctive Moral Life, Customary Morality, Reflective. Morality.
- Unit 3.** **Moral Theories, Moral Ethics and Society**
Hedonism (Mill), Intuitionism (Butler), Kant's Moral Theory, Freedom and Responsibility, Tolerance, Justice, Punishment.
- Unit 4.** **Moral Teaching of Major Religions**
Judaism, Christianity, Islam, Islam and Minorities.
- Unit 5.** **Professional Ethics**
Medical Ethics, Ethics of Student, Ethics of Teacher, Business Ethics.

Recommended Books/ Reference Material

1. Shafer-Landau, R. (2020). *The fundamentals of ethics*.
2. Blackburn, S. (2021). *Ethics: A very short introduction*.
3. Liataud, S., & Sweetingham, L. (2022). *The power of ethics: How to make good choices in a complicated world*.
4. Cahn, S. M., & Markie, P. (2019). *Ethics: History, theory, and contemporary issues*.

Quantitative Reasoning-I

Course Code: MTH-110

Pre-requisite: Nil

Credit Hours: 03

Objectives

Quantitative Reasoning-I is an introductory-level undergraduate course that focuses on the fundamentals related to the quantitative concepts and analysis. The course is designed to familiarize students with the basic concepts of mathematics to develop students' abilities to analyze and interpret quantitative information. Through a combination of theoretical concepts and practical exercises, this course will also enable students cultivate their quantitative literacy and problem-solving skills while effectively expanding their academic horizon and breadth of knowledge of their specific major / field of study.

Learning Outcomes

By the end of this course

- The students shall have fundamental numerical literacy to enable them work with numbers, understand their meaning and present data accurately.
- Understanding of fundamental mathematical concepts. Basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts, and equations etc.

Course Outline

Unit1. Numerical Literacy

Number system and basic arithmetic operations. Units and their conversions, dimensions, area, perimeter and volume. Rates, ratios, proportions and percentages. Types and sources of data; Measurement scales. Tabular and graphical presentation of data. Quantitative reasoning exercises using number knowledge.

Unit 2. Fundamental Mathematical Concepts

Basics of geometry (lines, angles, circles, polygons etc. Relations, functions, and their graphs. Exponents, factoring and simplifying algebraic expressions. Algebraic and graphical solutions of linear and quadratic equations and inequalities. Quantitative reasoning exercises using fundamental mathematical concepts.

Unit 3. Mathematical Modeling and Analyses

Introduction to deterministic models. Use of linear functions for modeling in real-world situations. Modeling with the system of linear equations and their

solutions. Elementary introduction to derivatives in mathematical modeling. Linear and exponential growth and decay models. Quantitative reasoning exercises using mathematical modeling.

Unit 4. Introduction to Logic

Introduction and importance of logic. Inductive, deductive and abductive approaches of reasoning. Propositions, arguments (valid, invalid), logical connectives.

Unit 5. Truth Tables and Logical Reasoning Concepts

Truth tables and propositional equivalences. Logical fallacies. Venn Diagrams. Predicates and quantifiers. Quantitative reasoning exercises using logical reasoning concepts and techniques.

Recommended Books/Reference Books

1. Bennett, J., & Briggs, W.L and Badalamenti. A. (2019). *Using and understanding mathematics: A quantitative reasoning approach*. Pearson.
2. Mesquita, E., B., and Fowler, A. (2021). *Thinking clearly with data: A guide to quantitative reasoning and analysis*. Princeton University Press.
3. Rosen, K. H. (2007). *Discrete mathematics and its applications*. The McGraw Hill Companies.
4. Schröder, B. (2010). *Fundamentals of mathematics*. Wiley.
5. Zaslou, E. (2020). *Quantitative reasoning: Thinking in Numbers*. Cambridge University Press.

Expository Writing

Course Code: ENG-111

Credit Hours: 03

Pre-requisite: Nil

Objectives

Expository Writing is a sequential undergraduate course aimed at refining writing skills in various contexts. Building upon the foundation building pre-requisite course, Functional English, this course will enhance students' basic skills of producing clear, concise and coherent written texts in English. The course will also enable students to dissect intricate ideas, to amalgamate information and to express their views and opinions through well-organized essays. The students will further be able to refine their analytical skills to substantiate their viewpoints using credible sources while adhering to established ethical writing norms. Additionally, the course will highlight the significance of critical thinking enabling students to produce original and engaging written texts.

Learning Outcomes

- Understand the essentials of the writing process integrating pre-working, drafting, editing and proofreading to produce well-structured essays.
- Uphold ethical practices to maintain originality in expository writing.

Course Outline

Unit 1. Introduction to Expository Writing

Understanding expository writing (definition, types, purpose and applications). Characteristics of effective expository writing (clarity, coherence and organization). Introduction to paragraph writing.

Unit 2. The Writing Process

Pre-writing techniques (brainstorming, free-writing, mind-mapping, listing, questioning and outlining etc.). Drafting (three stage process of drafting techniques). Revising and editing (ensuring correct grammar, Clarity, coherence, conciseness etc.). Proofreading (fine-tuning of the draft). Peer review and feedback (providing and receiving critique).

Unit 3. Essay Organization and Structure

Introduction and hook (engaging readers and introducing the topic). Thesis statement (crafting a clear and focused central idea). Body Paragraphs (topic sentences, supporting evidence and transitional devices). Conclusion (types of concluding paragraphs and leaving an impact). Ensuring cohesion and coherence (creating seamless connections between paragraphs)

Unit 4. Types of Expository Writing

Description, Illustration, Classification. Cause and effect. Exploring causal relationships and outcomes. Process analysis, explaining step-by-step procedures. Comparative analysis, analyzing similarities and differences.

Unit 5. Writing for Specific Purposes and Audiences

Different types of purposes (to inform, to analyze, to persuade, to entertain etc.). Writing for academic audiences (formality, objectivity, and academic conventions). Writing for public audiences (engaging, informative and persuasive language). Different tones and styles for specific purposes and audiences.

Unit 6. Ethical Considerations

Ensuring original writing (finding credible sources, evaluating information etc.). Proper citation and referencing (APA, MLA, or other citation styles)
Integrating quotes and evidences (quoting, paraphrasing, and summarizing)
Avoiding plagiarism (ethical considerations and best practices)

Recommended Books/ Reference Material

1. Axelrod, R. B., & Cooper, C. R. (2010). *The St. Martin's guide to writing*. Macmillan.
2. Faigley, L., Selzer, J., Enoch, J., & Wible, S. (2009). *Good reasons with contemporary arguments*. Pearson Longman.
3. Floyd, K., & Cardon, P. (2023). *Business and professional communication*. McGraw-Hill US Higher Ed USE.
4. Graff, G., Birkenstein, C., & Maxwell, C. (2014). *They say, I say: The moves that matter in academic writing*. Gildan Media Corp Book Publisher.
5. Johnson-Sheehan, R., Paine, C., & Paine, C. (2010). *Writing today*. Pearson Education India.
6. Keizer, E. (2015). *A functional discourse grammar for English*. Oxford University Press.
7. Rosenwasser, D., & Stephen, J. (2011). *Writing analytically*. Cengage Learning Press.
8. Straaijer, R. (2018). *Modern English usage from Britain to America: Bryan Garner follows Henry Fowler from A dictionary of modern American English usage to Garner's modern English usage*. *English Today*, 34(4), 39-47.
9. Williams, J. M., & Bizup, J. (2022). *Lessons in clarity and grace*. Pearson.

Ideology and Constitution of Pakistan

Course Code: PAK-103

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course is designed to provide students with a fundamental exploration of the ideology and the constitution of Pakistan. The course focuses on the underlying principles, beliefs, and aspirations that have been instrumental in shaping the creation and development of Pakistan as a sovereign state. Moreover, the course will enable students to understand the core provisions of the Constitution of the Islamic Republic of Pakistan concerning the fundamental rights and responsibilities of Pakistan citizens to enable them function in a socially responsible manner.

Learning Outcomes

- Demonstrate enhanced knowledge of the basis of the ideology of Pakistan with special reference to the contributions of the founding fathers of Pakistan.
- Demonstrate fundamental knowledge about the Constitution of Pakistan 1973 and its evolution with special reference to state structure.
- Explain about the guiding principles on rights and responsibilities of Pakistani citizens are enshrined in the Constitution of Pakistan 1973.

Course Outline

Unit 1. Introduction to the Ideology of Pakistan

Definition and significance of ideology. Historical context of the creation of Pakistan (with emphasis on socio-political. Religious and cultural dynamics of British India between 1857 till 1947). Contributions of founding fathers of Pakistan in the freedom movement including but not limited to Allama Muhammad Iqbal, Muhammad Ali Jinnah etc. Contributions of women and students in the freedom movement or separate homeland.

Unit 2. Two-Nation Theory

Evolution of the Two-Nation Theory (Urdu-Hindi controversy. Partition of Bengal. Simla Deputation 1906, Allama Iqbal Presidential Address 1930, Congress Ministries 1937 Lahore Resolution 1940). Role of communalism and religious differences.

Unit 3. Introduction to the Constitution of Pakistan

Definition and importance of a constitution. Ideological factors that shaped the Constitution(s) of Pakistan. Overview of constitutional developments in Pakistan.

Unit 4. Constitution and State Structure

Structure of government (executive, legislature, and judiciary). Distribution of

powers between federal and provincial governments. Eighteenth Amendment and its impact of federalism.

Unit 5. Fundamental Rights, Principles of Policy and Responsibilities

Overview of fundamental rights guaranteed to citizens by the Constitution of Pakistan 1973 (Articles R-28). Overview of Principles of Policy (Articles 29-40). Responsibilities of the Pakistani citizen.

Unit 6. Constitutional Amendments

Procedures for amending the Constitution. Notable constitutional amendments and their implications.

Recommended Books/Reference Material

1. Ahmed, A. S. (1997). *Jinnah, Pakistan and Islamic identity: The search for Saladin*. Routledge.
2. Aziz, K. K. (2002). *The making of Pakistan: A study of nationalism*. Sang-e-Meel Publishers.
3. Choudhury, G. W. (1969). *Constitution making in Pakistan: The dynamics of political*. Columbia: University of British.
4. Cohen, S. P. (2004). *The idea of Pakistan*. Washington: Brookings Institution Press.
5. Hussain, M. (2020). *The parliament of Pakistan*. London: Oxford University Press.
6. Iqbal, J. (2005). *Ideology of Pakistan*. Sang-e-Meel.
7. Jalal, A. (2014). *The struggle for Pakistan: A muslim homeland and global politics*. Belknap Press: An Imprint of Harvard University Press.
8. Khan, H. (2020). *Constitutional and political development of Pakistan*. London: Oxford University Press.
9. Mahmood, S. (2003). *Pakistan: political roots and development*. Sterling: University of Michigan.
10. Mujahid, S. U. (2001). *Ideology of Pakistan*. Progressive Publishers.
11. Qureshi, I. H. (1965). *The struggle for Pakistan*. Karachi: University of Karachi Press.
12. Sayeed, K. B. (1960). *Pakistan: The formative phase*. London: Oxford University Press.
13. Talbot, I. (2015). *Pakistan: A new history*. London: Oxford University Press.
14. *The Constitution of Pakistan 1973*. Original text. Retrieved from website: National Assembly: https://na.gov.pk/uploads/documents/1333523681_951.pdf
15. Ziring, L. (2000). *Pakistan in the twentieth century: A political history*. London: Oxford University Press.

Quantitative Reasoning-II

Course Code: STA-112

Credit Hours: 03

Pre-requisite: Nil

Objectives

The main purpose of the course is to enable students to understand the significance of statistics in the real world, particularly in the field of other sciences. The course focuses on the methods of collection presentation and analysis of data using measures of central tendency and measures of dispersion. The course also focuses on basic principles of probability and distributions, regression and correlation analysis, estimation and testing of hypothesis. It will prepare students to apply the quantitative reasoning skills in solving quantitative problems which they will experience in their practical lives.

Learning Outcomes

- Student will understand the basic statistical concepts and have basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts and equation etc.
- Understand basic quantitative modeling and analyses.
- Ability to critically evaluate quantitative information to make evidence based decision through appropriate statistical tools.

Course Outline

Unit 1. Introduction of Statistic and Data Condensation

Types and sources of data. Measurement scales. Population and sample. Tabular and graphical presentation of data. Quantitative reasoning exercises using fundamental statistical concepts.

Unit 2. Measure of Central Tendency and Dispersion

Measure of central tendency. Measure of dispersion. Data interpretation. Quantitative reasoning exercises using statistical concepts.

Unit 3. Probability and Probability Distributions

Basic probability theory. Rules of counting (multiplicative, permutation, combinations). Introduction to random variables and their probability distributions. Quantitative reasoning exercises using probability theories and distribution concepts.

Unit 4. Regression and Correlation Analysis

Introduction to probabilistic models. Bivariate analysis. Scatter plots. Simple linear regression model. Correlation analysis. Quantitative reasoning exercises using statistical modelling.

Unit 5. Estimation and Testing of Hypothesis

Basics of estimation and confidence interval. Testing of Hypothesis (z-test; t-test). Statistical inference in decision making. Quantitative reasoning exercises using estimation and Statistical inference concepts and techniques.

Recommended Books/Reference Material

1. Chaudhry S. M., & Kamal. S. (2018). *Introduction to statistical theory part I*. Lahore, Pakistan: Ilmi Kitab Khana.
2. Chaudhry S.M., & Kamal. S. (2018). *Introduction to statistical theory part II*. Lahore, Pakistan: Ilmi Kitab Khana.
3. Hogg, R., Mckean, J., & Craig, A. (2021). *Introduction to mathematical statistics*, (8th ed.). Boston: Pearson Education.
4. Mendenhall, W., Beaver, R. J., & Beaver, B. M. (2012). *Introduction to probability and statistics*. Cengage Learning.
5. Mood, A.M., Graybill, F.A., & Boes, D.C. (1974). *Introduction to the theory of statistics*, (3rd ed.). New York: McGraw Hill.
6. Moore, D. S., McCabe, G.P., & Craig, B. A. (2021). *Introduction to the practice of statistics*, (10th ed.). New York: WH Freeman.
7. Walpole, R. E. (2002). *Introduction to statistics*, (7th ed.). New York: Macmillan publishing company.
8. Walpole, R.E., Myers, R.H., & Myers, S.L. (1998). *Probability and statistics for engineers and scientist*, (6th ed.). New York: Prentice Hall.

Application of Information and Communication Technologies

Course Code: CS-107

Credit Hours: 2

Pre-requisite: Nil

Objectives

This course provides a very broad range of topics and prepares the students for various DOMAINS in computing that they will face in upcoming semesters. This course is very comprehensive as it provides every student a set of productivity tools that they will be able to use for the rest of their lives. It provides knowledge and skills for use of computing and communication technologies to solve real life problems. This is an introductory course about Information and Communication Technologies that includes ICT terminologies, hardware and software components, the internet and World Wide Web, and ICT based applications.

Learning Outcomes

- **Define** various types and components of computer including input/output devices, memory, and storage media.
- **Describe** different types of software from operating systems to system utilities and productivity apps.
- **Describe** the basic concepts of computer networks, database management and computer security from a user point of view, components of a computer including input/output devices, memory, and storage media.

Course Outline

Unit 1. Technology

Types of Computers, Mobile & Game Devices, Data and Information, The Web, Web Searching, Online Social Networks, Internet Communications. Digital Security and Privacy, Viruses and Other Malware, Privacy, Health Concerns, Environmental Issues, Programs and Apps, Operating Systems, Applications, Installing and Running Programs, Developing Programs and Apps, Communications and Networks, Wired and Wireless Communications, Networks, Technology Uses, Government, Finance, Retail, Entertainment, Health Care, Science, Travel, Publishing, Manufacturing, Technology Users.

Unit 2. Online Web

The Internet, Websites and Media, The Internet, Evolution of the Internet, connecting to the Internet, Internet Service Providers, How Data Travels the Internet, IP & MAC Addresses and Domain Names, The World Wide Web, Navigating the Web, Web Addresses, Web Apps and Mobile Apps. Types of Websites, Digital Media on the Web, Graphics, Audio, Video, Plug-Ins, Other Internet Services, Email, Email Lists, Internet Messaging, Chat Rooms, Online Discussions, VoIP, FTP, Netiquette.

Unit 3. Evaluating Computers and Mobile Devices

Mobile Computers and Desktops, Laptops, Tab and Other Mobile Computers, Handheld Computers, Desktops and All-in-Ones, Servers, Terminals, Point-of-Sale Terminals, Wearable Devices, Game Devices, Embedded Computers, Inside the Case, The Motherboard, Processors, The Control Unit, The Arithmetic Logic Unit, Machine Cycle, Registers, The System Clock, Personal Computer and Mobile Device Processors, Processor Cooling, The Internet of Things, Cloud Computing, Cloud Computing Services. Memory, Bytes and Addressable Memory, Types of Memory, RAM, Cache, ROM, Flash Memory, CMOS, Memory Access Times, Adapters, Adapter Cards, USB Adapters, Buses, Bus Width, Types of Buses, Power Supply and Batteries, Data Representation & Number System.

Unit 4. Programs and Apps

Role of the Operating System, Obtaining Software, Installing Software, Categories of Programs and Apps, Multimedia and Interest Applications, Communications Applications, File, Disk, and System Management Tools.

Unit 5. Digital Security Ethics, and Privacy: Threats, Issues, and Defenses

Digital Security Risks, Cybercrime, Internet and Network Attacks Malware, Botnets, Encryption, Digital Signatures and Certificates, Hardware Theft, Vandalism, and Failure, Backing Up — The Ultimate Safeguard, Wireless Security, Ethics and Society, information Accuracy, Intellectual Property Rights, Codes of Conduct, Cookies, Phishing, Spyware and Adware, Social Engineering, Privacy Laws, Employee Monitoring, Content Filtering, What is data base and data base management system, Evolution of database management, Data Concepts and Characteristics, Data Organization. Operating Systems, Operating System Functions, Starting Computers and Mobile Devices, Shutting Down Computers and Mobile Devices, providing a User Interface, Managing Programs, Managing Memory.

Recommended Books/Reference Material

1. Campbell, J. T., Freund, S. M., Frydenberg, M., Last, M. Z., & Pratt, P. J. (2016). *Shelly cashman series discovering computers and Microsoft Office 365 and Office 2016: A fundamental combined approach*. Cengage Learning.
2. Hafez, K., Skinner, A., & Grüne, A. (2022). *Foundations of global communication: A conceptual handbook*. Routledge.
3. Hawkrigde, D. (2022). *New information technology in education*. Taylor & Francis.
4. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2016). *Managing and using information systems: A strategic approach*. John Wiley & Sons.
5. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2024). *Managing and using information systems: A strategic approach*. John Wiley & Sons.

Application of Information and Communication Technologies (Lab)

Course Code: CS-107L

Credit Hours: 1

Pre-requisite: Nil

Objectives

This course provides a very broad range of topics and prepares the students for various DOMAINS in computing that they will face in upcoming semesters. This course is very comprehensive as it provides every student a set of productivity tools that they will be able to use for the rest of their lives. It provides knowledge and skills for use of computing and communication technologies to solve real life problems. This is an introductory course about Information and Communication Technologies that includes ICT terminologies, hardware and software components, the internet and World Wide Web, and ICT based applications.

Learning Outcomes

- **Define** various types and components of computer including input/output devices, memory, and storage media.
- **Describe** different types of software from operating systems to system utilities and productivity apps.
- **Describe** the basic concepts of computer networks, database management and computer security from a user point of view, components of a computer including input/output devices, memory, and storage media.

Course Outline

Unit 1. Technology

Introduction to the lab equipment and SOPs of the labs. Introduction to computer hardware and system information. Introduction to the Web, Web Searching, Online Social Networks, Internet Communications. Digital Security and Privacy, Viruses and Other Malware, Privacy.

Unit 2. Online Web

IP & MAC Addresses and Domain Names. The World Wide Web, Navigating the Web, Web Addresses, Web Apps and Mobile Apps. Types of Websites, Digital Media on the Web, Graphics, Audio, Video, Plug-Ins, Other Internet Services, Email, Email Lists, Internet Messaging, Chat Rooms, Online Discussions, VoIP, FTP, Netiquette.

Unit 3. Evaluating Computers and Mobile Devices

Inside world: The Motherboard, Processors, The Control Unit, The Arithmetic Logic Unit, Machine Cycle, Registers, The System Clock, Personal Computer and Mobile Device Processors, Processor Cooling, The Internet of Things, Cloud Computing, Cloud Computing Services. Memory, Bytes and Addressable Memory, Types of Memory, RAM, Cache, ROM, Flash Memory, CMOS, Memory Access Times, Adapters, Adapter Cards, USB Adapters, Buses, Bus

Width, Types of Buses, Power Supply and Batteries, Data Representation & Number System.

Unit 4. Programs and Apps

File, Disk, and System Management Tools. MS office

Unit 5. Digital Security Ethics, and Privacy: Threats, Issues, and Defenses

Digital Security Risks, Cybercrime, Internet and Network Attacks Malware, Botnets, Encryption, Digital Signatures and Certificates, Hardware Theft, Vandalism, and Failure. Backing Up — The Ultimate Safeguard, Wireless Security, Ethics and Society, information Accuracy, Intellectual Property Rights, Codes of Conduct, Cookies, Phishing, Spyware and Adware, Social Engineering, Privacy Laws, Employee Monitoring, Content Filtering. What is data base and data base management system, Evolution of database management, Data Concepts and Characteristics, Data Organization. Operating Systems, Operating System Functions, Starting Computers and Mobile Devices, Shutting Down Computers and Mobile Devices, providing a User Interface, Managing Programs, Managing Memory.

Recommended Books/Reference Material:

1. Campbell, J. T., Freund, S. M., Frydenberg, M., Last, M. Z., & Pratt, P. J. (2016). *Shelly cashman series discovering computers and Microsoft Office 365 and Office 2016: A fundamental combined approach*. Cengage Learning.
2. Hafez, K., Skinner, A., & Grüne, A. (2022). *Foundations of global communication: A conceptual handbook*. Routledge.
3. Hawkrigde, D. (2022). *New information technology in education*. Taylor & Francis.
4. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2016). *Managing and using information systems: A strategic approach*. John Wiley & Sons.
5. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2024). *Managing and using information systems: A strategic approach*. John Wiley & Sons.

Entrepreneurship

Course Code: MGT-303

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to promote entrepreneurial spirit and outlook among students, encouraging them to think critically, identify opportunities, and transform their ideas into successful ventures. It aims at imparting them with the requisite knowledge, skills, abilities, enabling them to seize the identified opportunities for initiating ventures and successfully navigating the challenges that come with starting a business and managing it. The course covers topics relevant to entrepreneurship including setting up and initiation of business, market research, opportunity identification, business planning, financial literacy for managing finances and securing funding, marketing and sales, team building and innovation.

Learning Outcomes

By the end of this course, students shall have:

- Knowledge of fundamental entrepreneurial concepts, skills and process.
- Understanding on different personal, social and financial aspects associated with entrepreneurial activities.
- Basic understanding of regulatory requirements to set up an enterprise in Pakistan, with special emphasis on export businesses
- Ability to apply knowledge, skills and competencies acquired in the course to develop a feasible business plan.

Course Outline

Unit 1. Introduction to Entrepreneurship. Opportunity Recognition and Idea Generation, Team Building for Startups

Definition and concept of entrepreneurship. Why to become an entrepreneur? Entrepreneurial process. Role of entrepreneurship in economic development. Opportunity identification, evaluation and exploitation. Difference between Idea and Opportunity. Innovative idea generation techniques for entrepreneurial ventures. Characteristics and features of effective teams. Team building and effective leadership for startups.

Unit 2. Feasibility Analysis and Entrepreneurial Skills

Product/ service feasibility. Industry/ market feasibility. Organizational feasibility. Financial feasibility/ risk assessment. Characteristics and qualities of successful entrepreneurs (including stories of successes and failures). Areas of essential entrepreneurial skill and ability such as creative and critical thinking, innovation and risk-taking abilities etc.

Unit 3. Developing an Effective Business Model, Writing Business Plan

Standard Business Model. Disruptive Business Model. Barringer Model Characteristics. Business Plan as an entrepreneur. Industry and Competitor analysis. Five forces porter model

Unit 4. Preparing Ethical and Legal Foundation

Strong ethical culture in their entrepreneurial ventures. Deal with legal issues. Business licenses and permits that a start-up must obtain before it begins operating. Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.). Legal Status of Entrepreneurial firm. Intellectual property rights and protection. Business method patents. Trademarks. Copyrights. Regulatory requirements to register an enterprise in Pakistan, with special emphasis on export firms. Identify and describe the different forms of organization available to new firms

Unit 5. Production Plan, Marketing and Sales

Raw material, Utilities and Manpower, Plant and Machinery, Lay out and location. Target market identification and segmentation; Four Ps of Marketing. Developing a Marketing Strategy. Unique Marketing Issues Explain the three steps (segmenting the market, selecting a target market, and establishing a unique marketing position) entrepreneurial firms use to identify their customers. Branding. Regulatory Requirements to Establish Enterprises in Pakistan.

Unit 6. Establish New Venture Team and Management

Explain the concept called liabilities of newness. Describe a new-venture team and discuss the primary elements that form such a team. Identify professional advisers and explain their role with a new-venture team. Explain why a new-venture team might use consultants to obtain advice. Hierarchical Level. Duties and Responsibilities of Management Team. Education, Expertise, Skills and Experience.

Unit 7 Financial Literacy. Assessing a New Venture's Financial Strength and Viability

Basic concepts of income, savings and investments. Basic concepts of assets, liabilities and equity. Basic concepts of revenue and expenses. Sources of capital. Overview of cash-flows. Overview of banking products including Islamic modes of financing. Sources of funding for startups (angel financing, debt financing, equity financing etc.). Break-even analysis. Learn about the importance of understanding the financial management of an entrepreneurial firm. Main financial objectives of entrepreneurial firms. Process of financial management as used in entrepreneurial firms. Describe the different historical financial statements and their purpose. Taxation and financial reporting obligation. Entrepreneurial Strategies: Generating and exploiting new entries. Expansion and Management for future growth. Three sources of personal

financing available to entrepreneurs. Discuss the difference between equity funding and debt financing

Unit 8 Valuation of Entrepreneurial Ventures

Valuation of entrepreneurial ventures. The importance of business valuation. Underlying issues when acquiring a venture Due diligence. Analyzing the business. Establishing a firm's value

Recommended Books/ Reference Material

1. Barringer, B. R., & Ireland, R. D. (2016). *Successfully launching new ventures*.
2. Gupta, S. (2020). *Fundamentals of entrepreneurship*. SBPD Publications.
3. Hägg, G., & Kurczewska, A. (2022). *Entrepreneurship education: Scholarly progress and future challenges*. Taylor & Francis.
4. Pruthi, S., & Mitra, J. (2023). *Global entrepreneurship and innovation*. SAGE.
5. Ries, E. (2022). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. E-book, Crown Business, New York.
6. Singh, K. K. (2023). *Women entrepreneurship*. Gaurav Book Center.

Civic and Community Engagement

Course Code: CCE-497

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course is designed to provide students with fundamental knowledge about civics, citizenship and community engagement. In this course the students will learn about the essential of civil society, government, civic responsibilities, inclusivity and effective ways to participate in shaping the society which will help them apply the theoretical knowledge to the real-world situation to make a positive impact on their communities.

Learning Outcomes

By the end of this course, student will be able to:

- Demonstrate fundamental understanding of civics, government, citizenship and civil society.
- Understand the concept of community and recognize the significance of community engagement for individuals and groups.
- Recognize the importance of diversity and inclusivity for societal harmony and peaceful co-existence.

Course Outline

Unit 1. Civics and Citizenship

Concepts of civics, citizenship, and civic engagement. Foundations of modern society and citizenship. Types of citizenship: active, participatory, digital etc.

Unit 2. State, Government and Civil Society

Structure and function of government in Pakistan. The relationship between democracy and civil society. Right to vote and importance of political participation and representation.

Unit 3. Rights and Responsibilities

Overview of fundamental rights and liberties of citizens under constitution of Pakistan 1973. Civic responsibilities and duties. Ethical consideration in civic engagement (accountability, non-violence, peaceful dialogue, civility etc.).

Unit 4. Community Engagement

Concept, nature and characteristics of community. Community development and social cohesion. Approaches to effective community engagement. Case studies of successful community driven initiatives.

Unit 5. Advocacy and Activism

Public discourse and public opinion. Role of advocacy in addressing social issues. Social action movements.

Unit 6. Digital Citizenship and Technology

The use of digital platform for civic engagement. Cyber ethics and responsible use of social media. Digital divides and disparities (access, usage, socio-economic, geographic etc.) and their impact on citizenship.

Unit 7. Diversity, Inclusion and Social Justice

Understanding diversity in society (ethnic, cultural, economic, political etc.). Youth, women and minorities engagement in social development. Addressing social inequalities and injustices in Pakistan. Promoting inclusive citizenship and equal rights for social harmony and peaceful co-existence.

Suggested Practical Activities (Optional)

Apart of the overall learning requirements, the course may have one or a combination of the following practical activities

1. **Community Storytelling:** Students can collect and share stories from community members. This could be done through oral histories, interviews or multimedia presentations that captured the lived experiences and perspectives of diverse individuals.
2. **Community Event Planning:** Student can organize a community event or workshop that addresses a specific issue or foster community interaction. This could be a health fair, environmental cleanup, cultural festival or educational workshop
3. **Service Learning:** Student can collaborate with a local nonprofit organization or community group. They can actively contribute by volunteering their time, and skills to address a particular community need, such as tutoring, mentoring or supporting vulnerable population.
4. **Cultural Exchange Activities:** Student can organize a cultural exchange event that celebrates the diversity within the community. This could include food tastings, performances and presentations that promote cross cultural understanding.

Recommended Books/Reference Material

1. Džankić, J., & Vink, M. P. (2022). *Citizenship and migration*.
2. Kymlicka, W., & Norman, W. (2010). *Citizenship in diverse societies*. University Press, United Kingdom.
3. Mackert, J., & Turner, B. S. (2017). *The transformation of citizenship: Boundaries of inclusion and exclusion*.
4. Mattson, K. (2017). *Digital citizenship in action: Empowering students to engage in online communities*. International Society for Technology in Education, United Kingdom.

5. McGraw-Hill Education. (2009). *Civics today: citizenship, economics, and you*. Student Edition. United States.
6. Weinstock, D. (2017). *Citizenship and cultural diversity*. In *the Oxford handbook of citizenship*.
7. Youniss, J., & Levine, J. (2009). *Engaging young people in civic life*. Vanderbilt University Press, Ukraine.

History of Ancient Civilizations

Course Code: BFA-124

Credit Hours: 03

Pre-requisite: Nil

Objectives

Students will compare and analyse how the accomplishments made by ancient civilizations during their transition still affect our world today. They will also develop understanding about how geography played a role in the development of early civilizations.

Learning Outcomes

- Through understanding, students will be equipped to respect the diversity of contemporary society.
- Upon learning that the environment was a deciding element in the emergence of ancient complex societies, students will be able to realize and uphold a sense of communal, environmental responsibility.

Course Outline

Unit 1. Man, Aesthetic Culture & Civilization

History, Art, Evolution of man: from prehistoric to civilized stance: definition of history, evolution, and civilization. Aesthetic culture of man that differentiates him from all other living beings (Story of ornamentation and anthropology of art). Primitive & Prehistoric culture: Upper, Middle, and Lower eras. 1st civilized stance on the earthen globe (Indus Valley Civilization).

Unit 2. Civilizations (An Overview)

Mesopotamian & Egyptian (An overview of their art and architecture, defining general characteristics and important artifacts). Assignment: Egyptian themed pot painting.

Unit 3. Advanced Civilizations

Greek (Innovations in architecture, sculpture, and painting). Assignment: Geometric designs in 3D forms.

Unit 4. Advanced Civilizations Continued

Roman (Innovations in architecture, sculpture, and painting). Assignment: Mosaic work.

Unit 5. Sub-Continent

Buddhist Art (sculpture and painting; Sanchi, Bharut, Gandhara, and Ajanta. People and their cultural values. Assignment: Study of Signs and Symbols in Buddhist Art.

Recommended Books/Reference Material

1. Allen, A. (2021). *Critique on the couch: Why critical theory needs psychoanalysis*. Columbia University Press.
2. Blattner. (2012). *World Civilizations and cultures*, Mark Twain Media,
3. Brown. (2023). *Indian architecture*. Palmer Press, United States.
4. Edwards. (2023). *Ancient civilizations of history - trivia adventures*. United States.
5. Kleiner, S. (2016). *Gardner's art through the ages*. Thomson Wadsworth, United States.

Applied Physics

Course Code: PHY-103

Credit Hours: 02

Pre-requisite: Nil

Objectives

The main objective of the course is to provide basic information about Mechanics, Electricity, Magnetism, Electromagnetism, Waves and oscillations, optics, Electronics to the technology students. The course gives the students a sound knowledge of Physics with its applications to problems of practical nature

Learning Outcomes

- Understanding basic concepts of units, vectors, and scalars, along with measurements and uncertainties.
- Application of Newton's laws of motion, work, kinetic energy, and gravitation in various scenarios.
- Exploring electricity concepts, including conductors, insulators, electrostatic force, capacitors, dielectrics, and DC circuits.
- Study of magnetism, covering magnetic fields, force, energy, inductors, and magnetic materials. Additionally, an introduction to semiconductors, including energy levels, hole concept, and PNP/NPN junction transistors and LEDs.

Course Outline

Unit 1. Physics Fundamentals

Basic concept of units, vectors and scalars, measurements and uncertainties, Addition of vectors by graphical and component method. Multiplication of vectors, vectors in three dimensions.

Unit 2. Newton's Laws and Relativity

Newton's laws of motion and their applications, Work and Kinetic Energy, Gravitation, Circular motion, projectile motion, orbits of planets, linear and angular momenta, basic concepts of general and special theory of relativity.

Unit 3. Electricity

Conductors and Insulators, Electrostatic Force, Capacitors and Dielectrics, Capacitance, Energy store in capacitor (Capacitor as memory device), DC Circuits, Measuring V, I, R, RC Circuits.

Unit 4. Magnetism

Magnetic Fields, Magnetic Force, Magnetic Field, Magnetic Field Energy, inductors and inductance, energy stored in inductor (inductor as memory device) magnetic materials.

Unit 5. Semiconductors

Semi-Conductors Energy levels in a semi-conductor, Hole concept, Intrinsic and Extrinsic regions, PNP, NPN junction Transistor, LEDs.

Recommended Books/Reference Material

1. Beiser A. & Hademenos G. J. (2012). *Applied physics*. McGraw Hill.
2. Giambattista A. Richardson B. M. C. & Richardson R. C. (2020). *Physics*. McGraw-Hill Education.
3. Halliday, D., Resnick, R., & Walker, J. (2021). *Fundamentals of physics*, Extended (12th ed.). Wiley.
4. Hecht E. (2021). *College physics*. McGraw Hill Education.
5. Serway, R. A., & Jewett, J. W. (2018). *Physics for scientists and engineers* (10th ed.). Cengage Learning.

Applied Physics Lab

Course code: PHY-103L

Credit Hours: 01

Pre-requisite: Nil

Objectives

The course objectives are to enable students to comprehend and apply fundamental principles of measurement, elasticity, electrical circuits, and logic gates. They should develop the ability to conduct experiments, analyze data, and manipulate instruments for various measurement and electrical applications, fostering a solid foundation in experimental physics and electronics.

Learning Outcomes

- Demonstrate a solid understanding of fundamental principles in applied physics, including mechanics, thermodynamics, and electromagnetism.
- Apply mathematical and computational techniques to analyze and solve real-world problems in various branches of applied physics.
- Develop practical skills in laboratory experiments, data acquisition, and analysis, enhancing the ability to apply theoretical concepts to hands-on situations.
- Communicate effectively, both orally and in writing, about complex physics concepts, experimental results, and their applications in practical scenarios.

Course Outline

1. Study and understand the working principle of Vernier caliper and Screw Gauge.
2. Study Hooke's Law using the mass-spring system, determining the stiffness (k -value) of the spring.
3. Investigate the relationship between the length of a pendulum and its period of oscillation.
4. Determine the internal resistance of a galvanometer using the half deflection method.
5. Experiment with various resistors and voltage sources to verify Ohm's law ($V = IR$) by measuring voltage, current, and resistance in a circuit.
6. Convert a galvanometer into a voltmeter.
7. Convert a galvanometer into an ammeter.
8. Study the series and parallel configurations of capacitors and resistors and verify binary truth tables using logic gates.

Recommended Books/Reference Material

1. Giambattista A. Richardson B. M. C. & Richardson R. C. (2020). *Physics*. McGraw-Hill Education.
2. Halliday, D., Resnick, R., & Walker, J. (2021). *Fundamentals of physics*, Extended (12th ed.). Wiley.
3. Hecht E. (2021). *College physics*. McGraw Hill Education.
4. Loyd, D. H. (2008). *Physics laboratory manual*. Thomson Higher Education.

Introduction to Gender Studies

Course Code ENG-206

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course introduction to gender studies aims to provide students with a comprehensive understanding of key concepts related to gender. It introduces fundamental ideas, such as the social construction of gender, intersectionality, and the distinction between sex and gender. Emphasizing critical analysis, the course encourages students to examine societal structures and power dynamics that shape and are shaped by gender roles. By exploring historical and cultural contexts, students gain insights into the fluidity and diversity of gender experiences. The curriculum delves into feminist perspectives, promoting the evaluation and application of feminist theories to analyze various aspects of society. It underscores the intersectionality of gender with other social categories, fostering an appreciation for the interconnectedness of social identities. Additionally, the course explores global perspectives on gender, examines media representations, and addresses issues of gender-based violence and discrimination.

Learning Outcomes

After completion of the course, students will be able to:

- Develop a solid grasp of key gender concepts, including the social construction of gender, intersectionality, and feminist perspectives.
- Hone the ability to critically analyze societal structures and power dynamics that influence and are influenced by gender.
- Gain insights into global perspectives on gender, fostering an understanding of cultural variations and international issues related to gender equality.
- Cultivate a commitment to social justice and advocacy, preparing students to address issues such as gender-based violence and discrimination.
- Recognize and appreciate the intersectionality of gender with other social categories, fostering a nuanced understanding of diverse social identities.
- To introduce students to a wide range of linguistic analyses of language used by and about women and men

Course Outline

Unit 1.

Introduction

Introduction to the relationship between language, gender and society, Introduction to the Historical Perspective, Introduction to the Relationship between Language Gender and Society.

Unit 2.

Feminism and Feminist Linguistics

Influence of Feminism and Feminist Linguistics, Language and Gender, Sexism in Language, Word-order, Generics, Marking gender

- Unit 3.** **Research Models and Approaches to Gender and Language**
 Research Models to the topic of Language and Gender. Social Construction of Gender Stereotypes. Linguistic Approaches to the topic of Language and Gender, i. Deficit Approach ii. Dominance Approach iii. Difference Approach. Gender and Representation.
- Unit 4.** **Role of Media and Education in Gender Representation**
 Media and Gender representation, Role of Print and Electronic Media in the construction of Gender Roles, Gender and Language in Education, Gender and language in foreign language classroom.
- Unit 5.** **Gender and Identity**
 Colonial and Capitalistic Perspectives of Gender. Construction of gender identity at workplace.

Recommended Books/Reference Material

1. Fleischner, J. B. (2022). *Mastering slavery: memory, family, and identity in women's slave narratives*. In *Mastering Slavery*. New York University Press.
2. Helgeson, V. S. (2020). *Psychology of gender*. Routledge.
3. Marchbank, J., & Letherby, G. (2014). *Introduction to gender: Social science perspectives*. Routledge.
4. Martinsson, L. (2020). *When gender studies becomes a threatening religion*. *European Journal of Women's Studies*, 27(3), 293-300.
5. Orr, C. M., & Braithwaite, A. (Eds.). (2012). *Rethinking women's and gender studies*. Routledge.
6. Oyewumi, O. (Ed.). (2016). *African gender studies: A reader*. Springer.
7. Pilcher, J., & Whelehan, I. (2016). *Key concepts in gender studies*. Sage.
8. Richardson, D., & Robinson, V. (Eds.). (2020). *Introducing gender and women's studies*. Bloomsbury Publishing.
9. Rushton, A., Gray, L., Canty, J., & Blanchard, K. (2019). *Beyond binary: Redefining gender for 21st century disaster risk reduction research, policy, and practice*. *International Journal of Environmental Research and Public Health*, 16(20), 3984.
10. Sabbe, E., & Aelterman, A. (2007). *Gender in teaching: A literature review*. *Teachers and teaching. Theory and Practice*, 13(5), 521-538.

12. List of Interdisciplinary/ Allied Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	SOC-101	Introduction to Sociology	Nil	3
2	ANT-101	Fundamentals to Anthropology	Nil	3
3	PSY-103	Introduction to Psychology	Nil	3
4	POL-120	Introduction to Political Science	Nil	3
5	POL-202	Introduction to Human Rights	Nil	3
6	ENG-214	Creative Writing	Nil	3
7	MGT-436	Leadership and Team Management	Nil	3
8	HE-102	Food and Nutrition	Nil	3

13. Course Outlines Interdisciplinary/ Allied Courses

Introduction to Sociology

Course Code: SOC-101

Credit Hours: 03

Pre-Requisite: Nil

Objectives

The course is designed to introduce the students with sociological concepts and the discipline. The focus of the course shall be on significant concepts like social systems and structures, socio-economic changes and social processes. The course will provide due foundation for further studies in the field of sociology.

Learning Outcome

- Students will gain deeper understanding of the core sociological concepts.
- Students will be able to analyze the social problems prevailing in society from the lens of sociological perspectives.

Course Outline

- Unit 1. Introduction**
Definitions. Scope and Subject Matter. Sociology as a Science. History of Sociology. Relationship of Sociology with other Social Sciences.
- Unit 2. Basic Concepts**
Group, Community, Society. Social Interaction. Levels of Social Interaction. Process of Social Interaction, Cooperation, Competition, Conflict.
- Unit 3. Social Groups**
Definition and Functions. Types of social groups. In and out groups, Primary and Secondary group, Reference groups, Informal and Formal groups, Pressure groups.
- Unit 4. Culture**
Definition, aspects and characteristics of Culture, Material and non-material culture, Ideal and real culture. Elements of culture, Beliefs, Values, Norms and social sanctions.
- Unit 5. Socialization and Personality**
Personality. Factors in Personality Formation. Socialization. Agencies of Socialization (Family, Peer Group, School, Mass Media). Role and Status.
- Unit 6. Social institutions**
Nature, types and functions of institutions. Family. Education. Economy. Politics. Religion.

Recommended Book/ Reference Materials

1. Adkins, L., Bryant, G., & Konings, M. (2023). *Asset based futures: A sociology for the 21st century*. *Sociology*, 57(2), 348-365.
2. Anderson, M., & Taylor, H. F. (2001). *Sociology: The essentials*. Australia: Wadsworth.
3. Magill, F. N. (Ed.). (2003). *International encyclopedia of sociology*. U.S.A: Fitzroy Dearborn Publishers.
4. Giddens, A. (2002). *Introduction to sociology*. UK: Polity Press.
5. Henslin, J. M. (2004). *Sociology: A down to earth approach*. Toronto: Allen and Bacon.
6. Ballantine, J. H., & Roberts, K. A. (2006). *Our social world: Introduction to sociology*. Pine Forge Press. <http://www.pineforge.com/>
7. Lee, A. M., & Lee, E. B. (1961). *Marriage and the family*. New York: Barnes and Noble, Inc.
8. Macionis, J. J. (2005). *Sociology (10th ed.)*. South Asia: Pearson Education.
9. Macionis, J. J. (2006). *Sociology (10th ed.)*. New Jersey: Prentice-Hall.
10. Manza, J. (2023). *Sociology for beginners*. *Annual Review of Sociology*, 49.
11. Tischler, H. L. (2002). *Introduction to sociology (7th ed.)*. New York: The Harcourt Press.

Fundamentals to Anthropology

Course Code: ANT-101

Credit Hours: 3

Pre-Requisite: Nil

Objectives

The course aims to introduce the pertinent concepts and theories about evolution of humans and culture. The course will dilate branches of anthropology including physical anthropology, archaeology, socio-cultural anthropology, and linguistic anthropology.

Learning Outcome

After reading this course, students will gain deeper

- Understanding of the diverse cultural practices.
- Understand theories and methods used in socio-cultural anthropology
- Apply these approaches to contemporary social situations / cultural contexts

Course Outline

- Unit 1. Introduction**
Meaning and Definition of Anthropology. Nature of Anthropology. Sub-Fields in Anthropology. Scope of Anthropology.
- Unit 2. Culture**
Definition, Properties and Taxonomy. Evolution and Growth of Culture. Evolution of Man. Evolution of Culture.
- Unit 3. Social Stratification in Simple Societies**
Egalitarian Societies. Ranked Societies. Class and Caste ridden Societies.
- Unit 4. Food Getting**
Food Collection, Food Production. The Origin and Spread of Food Production
- Unit 5. Marriage and Family Institution**
Introduction to family and Marriage system, Functions of family in rural areas. Universality of Marriage, Ways of Marriage, Forms of Marriage.
- Unit 6. Kinship Structure**
Variation in Marital Residence. Major Systems in Kinship Terminology, Omaha System, Crow System, Iroquois System, Eskimo System.
- Unit 7. Religion Institution**
Universality of Religion, Variation in Beliefs Religious, Variation in Practice Religious, Religion and Magic.

Unit 8. Cultural Change

Process of Cultural Change, Cultural Change in the Modern World, Problems of Cultural Change in Pakistani society.

Recommended Book/ Reference Materials

1. Beck, S. (2009). *Introduction: Public anthropology*. *Anthropology in Action*, 16(2), 1-14.
2. D'Agostino, G., & Matera, V. (Eds.). (2023). *Histories of anthropology*. Springer Nature.
3. Hays, H. R. (2023). *From ape to angel: An informal history of social anthropology*. Taylor & Francis.
4. Kottak, P. C. (2002). *Anthropology: The exploration of human diversity*, 1-30.
5. Macionis, J. J. (2008). *Sociology*, 57-88.
6. Samida, S. (2023). *Teaching anthropology: Remarks from a german perspective*. *EAZ–Ethnographisch-Archaeologische Zeitschrift*, 57(1).
7. Weisgrau, M., Rosman, A., & Rubel, P. G. (2023). *The tapestry of culture: An introduction to cultural anthropology*. Rowman & Littlefield.

Introduction to Psychology

Course Code: PSY-103

Credit Hours: 03

Pre-requisite: Nil

Objectives

The main aim is to familiarize students with history, main concepts, methods, and theoretical frameworks in psychology. The course will help students appreciate human nature and its related concepts, thereby will gain insight into human behavior and human relationships. Have a grasp over basic concepts and theoretical perspectives explaining human behavior. They will be able to appreciate the complexity of human behavior and relationships.

Learning Outcomes

- Students will be able to describe psychology with major areas in the field and identify the parameters of this discipline.
- Students will be able to distinguish between the major perspectives on human thought and behavior.
- Students will appreciate the variety of ways psychological data are gathered and evaluated.
- Students will be able to explore the ways that psychological theories are used to describe, understand, predict, and control or modify behavior.

Unit 1. Introduction to Psychology

Nature and application of psychology with special reference to Pakistan. Methods of psychology: Observation, case history method, experimental method, survey method, correlational method, interviewing techniques.

Unit 2. Neurological Basis of Behavior

Neuron: Structure and functions. Central nervous system and peripheral nervous system. Endocrine glands.

Unit 3. Sensation and Perception

Characteristics and major functions of different sensations. Vision: Structure and functions of the eye. Audition: Structure and functions of the ear. Nature & factors of perception: Subjective, objective and social. Gestalt laws of perceptual organization. Attention. Conditions/ factors of attention: Subjective and objective. Kinds of attention: Active attention, passive attention, secondary passive attention, span of attention.

Unit 4. Motives and Emotions

Motives: Definition and nature. Primary (biogenic) motives: Hunger, thirst, defecation and urination, fatigue, sleep, pain, temperature, regulation, maternal behavior, sex. Secondary (sociogenic) motives: Play and manipulation, exploration and curiosity, affiliation, achievement and power, competition, cooperation, social

approval and self-actualization. Emotions. Definition and nature: Physiological changes during emotions. Theories of emotion.

Unit 5.

Learning

Definition of learning. Types of learning: Classical and operant conditioning. Methods of learning: Trial and error, Learning by insight, Observational learning.

Unit 6.

Memory and Thinking

Definition and nature. Memory processes: Retention, recall and recognition. Forgetting: Nature and causes. Thinking: Definition and nature. Tools of thinking: Imagery, language, concepts. Kinds of thinking. Problem solving, decision making, reasoning.

Recommended Books/Reference Material

1. Atkinson, R. L., Atkinson, R. C., & Smith, E. E. (2000). *Introduction to psychology* (Vol. 2). Interaction.
2. Fernald, L. D., & Fernald, P. S. (2005). *Introduction to psychology*. WMC Brown Publishers.
3. Gray, P. O., & Bjorklund, D. F. (2018). *Psychology*. Macmillan Education
4. Hayes, N. (2000). *Foundation of psychology* (3rd ed.). Thomson Learning.
5. Kalat, J. W. (2020). *Introduction to psychology*. Wadsworth.
6. Lahey, B. B. (2004). *Psychology: An introduction* (8th ed.). McGraw-Hill Companies, Inc.
7. Myers, D. G., & Dewall, C. N. (2016). *Psychology in everyday life*. Worth Publishers.
8. Rathus, S. (2011). *Psychology: Concepts and connections* (10th ed.). Wadsworth Cengage Learning.
9. Roth, I. (Ed.). (2021). *Introduction to psychology* (Vol. 1) Psychology Press.

Introduction to Political Science

Course Code: POL-120

Credit Hours: 03

Pre-requisite: Nil

Objectives

Introduction to Political Science is an entry-level course designed to provide students with a foundational understanding of the discipline of political science. The course typically covers a broad range of topics related to political systems, government structures, political behavior, and key concepts in political theory at basic level.

Learning Outcomes

- Students will be able to understand fundamental concepts, theories, and methodologies in political science.
- It will acquaint students to analyze political events, structures, and behaviors from a political science perspective.
- Students will be in position to comprehend the roles and functions of various political institutions.

Course Outline

- Unit 1. Meaning and Scope**
Meaning and definition of politics. Making sense of politics and political science. Politics as an art, science or both. Individual, local, national and international scope.
- Unit 2. Multidisciplinary Nature of Political Science**
Relationship of political science with other social sciences fields. Relationship with sociology. Psychology. Mass communication. History. Arts. Anthropology.
- Unit 3. Concept of State and Government**
Meaning and definition of state. Origin of state/ theories of state. Elements of state: boundary, sovereignty, population and government. Significance of state. Contemporary challenges to state. Branches of government: legislature. Unicameralism and bicameralism, executive. Presidential and parliamentary and judiciary, lower and higher. Media as a fourth branch of government.
- Unit 4. Forms of State and Government and Political Ideologies**
Dictatorship. Authoritarian. Monarchial. Federal. Unitary. Fascism. Liberalism. Conservatism. Socialism. Anarchism.
- Unit 5. Basic Concepts in Political Science: Power and Authority**
Meaning and definition of Power. Types of power hard power and soft power. Meaning and definition of authority. Difference between power and authority. Significance of power and authority.

- Unit 6. Basic Concepts in Political Science: Sovereignty and Justice**
Meaning and definition of sovereignty. Origin of sovereignty. Types of sovereignty. Challenges to sovereignty in contemporary world. Meaning and definition of justice. Importance of justice. Features of justice. Types of justice.
- Unit 7. Basic concepts in Political Science: Law and Liberty**
Meaning and definition of Law. Features of law. Importance of law. Types of law. Meaning and definition of liberty. Importance of liberty. Features of liberty. Types of liberty. Challenges to liberty in present times.
- Unit 8. Basic concepts in Political Science: Constitution and Democracy**
Meaning and definition of constitution. Importance of constitution. Features of constitution. Types of constitution. Meaning and definition of Democracy. Origin of democracy. Features of democracy. Types of democracy. Challenges to democracy in contemporary world.

Recommended Books/Reference Material

1. Goodin, K. (2022). *A new handbook of political science*. Oxford University Press.
2. Haq, M. u. (1996). *Introduction to political science*. Lahore Book land.
3. Heywood, A. (2021). *Political ideologies: an introduction*. Red Globe Press.
4. Heywood, A. (2022). *Politics* (5th ed.). Macmillan International Higher Education/Red Globe Press.
5. Rom, M. C., Hidaka, M., & Walker. (2022). *Introduction to political science* (1st ed.). XanEdu Publishing Inc.

Introduction to Human Rights

Course Code: POL-202

Credit Hours: 03

Pre-requisite: Nil

Objectives

Understand and define the concept of human rights. Explore the historical evolution of human rights and its philosophical foundations. Examine the role of international organizations, such as the United Nations, in promoting and protecting human rights. Familiarize students with the fundamental human rights in the constitution of Pakistan.

Learning Outcomes

- It will provide familiarity with major international human rights treaties and declarations, such as the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and the International Covenant on Economic, Social and Cultural Rights.
- Students will be able to understand the historical development of human rights and the social, political, and cultural contexts that have shaped their evolution.
- It will make able students to apply human rights principles to contemporary issues and challenges, both at the national and international levels.

Course Outline

- Unit 1. Meaning, Features and Nature of Rights and Human Rights**
Definitions of rights and human rights. Various features of human rights. Political and moral nature of rights and human rights. Differences between rights, duties and obligations.
- Unit 2. History of Human Rights**
Magna Carta 1215. Bill of Rights. Universal Declaration on Human Rights (UNDHR) 1948.
- Unit 3. Types/ Generations of Human Rights**
First generation of human rights/ civil and political rights. Second generation of human rights/ socio-economic and cultural human rights. Third generation of human rights/ self-determination human rights.
- Unit 4. Philosophy of Human Rights/ Concept of Natural Right**
Human rights as natural rights according to Western Philosophers: Thomas Hobbes, John Locke, Jean Jacques Rousseau, Immanuel Kant and J.S Mill.
- Unit 5. Islamic Concept of Human Rights**
Human rights in the Quran, Hadith and Sunnah. The Last Sermon of Holy Prophet Muhammad (SAW). Human rights in Islam in the contemporary state system. Comparison between the Islamic and Western concept of human rights.

Unit 6. Challenges to Human Rights in Modern World

Cultural relativism. Political realism. Identity politics.

Unit 7. Fundamental Human Rights in Pakistan

Fundamental human rights in the 1973 Constitution of Pakistan. State of fundamental human rights in Pakistan. Remedies against the violation of human rights in Pakistan.

Unit 8. Role of International Organizations in the Protection of Fundamental Human Rights

The role of UNO. Human Rights Watch. International Community. Case studies of Palestine, Kashmir, Syria, Yemen and Rohingya.

Recommended Books/Reference Material

1. Bolsover, C. (n.d.). *Lib guides: human rights*. books and ebooks.
2. Clapham, A., & Proquest, F., (2022). *Human rights: A very short introduction*. Oxford University Press.
3. Girija M. Pushpavalli K. & Subasree P. (2019). *Human rights: an overview*. S. Chand Publishing.
4. Haas, M. (2020). *International human rights*. Oxford University Press.
5. Libguides.shu.ac.uk. <https://libguides.shu.ac.uk/c.php?g=706765&p=5092374>
6. Robertson, J. G., & Merrills, A. H. (2022). *Human rights in the world: an introduction to the study of the international protection of human rights*. Manchester University Press.

Creative Writing

Course Code: ENG-214

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course provides an opportunity for students to pursue advanced creative writing work. The purpose of this course is three-fold: 1) to engage students in the careful reading and critical analysis of imaginative/creative literature, thus deepening their understanding of the ways writers use language to provide both meaning and pleasure for their readers, 2) to enable students to create works of literature in various genres, including, but not limited to: short story/fiction, creative nonfiction, drama, and poetry, and 3) to prepare students with the reading, analytical, and writing skills necessary for success in this course.

Learning Outcomes

After completion of this course, students will be able to

- Develop the ability to express ideas, emotions, and narratives creatively through various forms of writing.
- Hone language skills, including vocabulary, syntax, and style, to craft compelling and evocative prose and poetry.
- Gain proficiency in multiple creative writing genres, including fiction, poetry, and creative nonfiction, fostering versatility as a writer.
- Learn to give and receive constructive feedback, fostering the ability to revise and improve one's own work.
- Cultivate a vivid imagination and the ability to think innovatively, generating original and imaginative ideas for creative writing projects.
- Understand and apply principles of narrative structure, character development, and plot dynamics to create engaging and well-structured stories.
- Develop editing skills to refine and polish written work, emphasizing attention to detail and precision in language.
- Explore and develop a distinctive writer's voice and experiment with different narrative perspectives to enhance storytelling techniques.
- Engage in collaborative exercises and discussions to foster a creative community, gaining insights from peers and expanding creative perspectives.

Course Outline

Unit 1. Narrative Writing

Focus on creative fiction. Characteristics of Good Writing. How to raise timeless voices and timeless themes? Use of narrative techniques, such as dialogue, pacing, description, reflection, and multiple plot lines. Unit culminates in students producing a ten-page original short story/novella.

- Unit 2. Poetic Versification**
Figurative language, imagery, sensory details, point of view, rhyme, meter. Symbols. Personification. Working with similes. The Magic of Metaphors. Expanding Metaphors. Generating Fresh Imagery.
- Unit 3. Argumentative and Information writing**
Focus on creative nonfiction. Humor. Using Structure to reflect theme. Descriptive writing and persuasive writing. Commercial news story.
- Unit 4. Memoir and Autobiography**
Reflective Writing, literature by doing. Students create a personal memoir of a unique and memorable event or time in their lives.
- Unit 5. Literary Critique (Film/Novel review)**
Word Choices. Precise language. Poetic forms Adventure story character, setting, plot, style and playwriting.

Recommended Books/Reference Material

1. Dawson, P. (2004). *Creative writing and the new humanities*. Routledge.
2. Demirbas, I., & Şahin, A. (2023). *The effect of digital stories on primary school students' creative writing skills*. *Education and Information Technologies*, 28(7), 7997-8025.
3. Earnshaw, S. (Ed.). (2014). *Handbook of creative writing*. Edinburgh University Press.
4. Harper, G. (2010). *On creative writing (Vol. 4)*. Multilingual Matters.
5. Kaufman, S. B., & Kaufman, J. C. (Eds.). (2009). *The psychology of creative writing*. Cambridge University Press.
6. Maitlo, S. K., Soomro, A. R., & Lashari, A. A. (2023). *The Impact of picture series learning on the creative writing skills of ESL learners*. *Global Digital & Print Media Review*, VI, 211-223.
7. May, S. (2007). *Doing creative writing*. Routledge.
8. Morley, D. (2007). *The Cambridge introduction to creative writing*. Cambridge University Press.
9. Syrewicz, C. C. (2023). *The motivations that improve the creative writing process: What they might be and why we should study them*. *New Writing*, 20(2), 178-200

Leadership and Team Management

Course Code: HRM-436

Credit Hours: 03

Pre-requisite: Nil

Objectives

Good leaders have always been expected to be able to solve new problems, capitalize on new opportunities and navigate through the ever-changing landscape of business. Leadership is a complex process by which the leader influences others to perform and achieve. The leadership attributes – belief, values, ethics, character, knowledge, and skills – are all traits, which can be learned. This course provides the basis for understanding what leadership is and what leaders do to be successful.

Learning Outcomes

After studying this course, the student will be able to understand:

- To apply and influence with passion and empower others to act
- To comprehend the performance of your team by setting objectives, expectations and goals
- To deal with Management of Change as a leader in dynamic organizations

Course Outline

Unit 1. Leadership – Role, skills and styles

Introduction. Definition and the leadership Grid. Leadership theories, styles and Models Collaborative leadership. Transitional leadership. Visionary leadership. Situational leadership.

Unit 2. Leadership, Communication, cross-cultural leadership and Conflict

Basics of effective Communication. Barriers to communications. Verbal & non-verbal communication. The art of listening. Conducting effective meetings.

Unit 3. Leadership, Personality and Problem-Solving

Problem solving steps. Identifying the problem. Techniques for developing alternatives. Getting consensus. The leader as a problem solver.

Unit 4. Leadership and Management

Authority vs. Responsibility. Delegation and Acceptance. Roles and relationships. The manager as a leader. Being a leader: Bridging the gap.

Unit 5. Leadership and Coaching

The coaching cycle. Pre-requisites for coaching & mentoring. Coaching for performance. The Leader's role in coaching. Managing people issues.

Unit 6. Leadership Team Building and Team Leader

Team building process. Essential building blocks for teams. The POPCI (purpose, organization, process, culture & influence). Fundamentals for effective teams. Dealing with internal and external politics. The Team Leader as a facilitator, mediator & negotiator. Leadership life cycle. Continuum of leadership. Leadership for virtual teams. Developing high performance teams. Checklist – team maturity & leader behavior. Types of teams. High performing teams

Unit 7. Leadership Motivation and Ethics

Principles of motivation. Motivation theories and their application. Motivation through goal setting. Guidelines for setting SMART goals. Self-actualization in the team. Character and integrity. Ethics and Values. Building excellence. Emotional intelligence. Influencing team/organizational culture

Unit 8. Leadership Management of Change and Decision-making

The need for change, Psychology of resistance to change. Implementing the change model. Developing the change management plan. Communicating for change. Common Pitfalls in Decision-making. Thinking and Decision-making processes. Decision-making matrix – Focus & Impact. The 3D Model – Debate, Discussion & Dialogue

Recommended Books/ Reference Material

1. Belbin, R. M., & Brown, V. (2022). *Team roles at work*. Routledge.
2. Bolden, R., Hawkins, B., & Gosling, J. (2023). *Exploring Leadership 2e*. Oxford University Press.
3. Brent, M., & Dent, F. E. (2017). *The leadership of teams: How to develop and inspire high-performance teamwork*. Bloomsbury Publishing
4. Cardona, P., & Rey, C. (2022). *Management by missions: Connecting people to strategy through purpose* (p. 156). Springer Nature.
5. Hawkins, P. (2021). *Leadership team coaching: Developing collective transformational leadership*. Kogan Page Publishers.
6. Kouzes, J. M., & Posner, B. Z. (2023). *The leadership challenge workbook*. John Wiley & Sons.
7. Lee, M. R. (2021). *Leading virtual project teams: Adapting leadership theories and communications techniques to 21st century organizations*. CRC press.
8. Yukl, G. (2013). *Leadership in Organizations*. Pearson Education India

Food and Nutrition

Course Code: HE-102

Credit Hours: 3

Pre-requisite: Nil

Objectives

The overall objectives of this course are to develop an understanding of basic terms in Nutrition, to understand the role of various Nutrients and their importance in planning and preparing balanced diet at various stages of life.

Learning Outcomes

- Identify and improve personal health behaviors that contribute, specifically, to heart disease risk.
- Students will develop an action plan for a healthy behavior change that will improve risk factors for weight-related health conditions.

Course Outline

Unit 1. Introduction to the Study of Nutrition

Definition of Nutrition and relevant terms. Nutrients. Carbohydrates. Proteins. Fats. Vitamins. Mineral Elements. Water. Functions of Food

Unit 2. Balanced Diet

Importance of Balanced Diet. Malnutrition. Signs of good & poor nutrition

Unit 3. Menu Planning

Definition and importance of Menu Planning. Factors affecting family meal patterns. Principles of Menu planning.

Unit 4. Menu Planning for Different Groups

For pregnant women. For lactating mother. For infants. For adolescents. For old age. For sick and feeble person etc.

Unit 5. Food Preservation

Definition of food preservation. Importance of food preservation. Methods of food preservation

Recommended Books/Reference Material

1. Lanham-New, S. A., MacDonald, I. A., & Roche, H. M. (Eds.). (2011). *Nutrition and metabolism*. John Wiley & Sons.
2. Mahan, L. K., & Raymond, J. L. (2016). *Krause's food and the nutrition care process*. Elsevier Health Sciences.
3. Mann, J., Truswell, S., & Hodson, L. (2023). *Essentials of human nutrition*. Oxford University Press.

4. Miss Hayat Shaheen Pervaiz. *Essentials of home economics*. Editor Matina Zia.
5. Raymond, J. L., & Morrow, K. (2022). *Krause and Mahan's food and the nutrition care process*. E-Book. Elsevier Health Sciences.