

BS (4 Years) Communication Studies [BSCS]

Scheme of Studies for Eight Semesters (valid from November, 2012)

Course Title	Course Code	Course Hours
SEMESTER-I		
Islamiat/Ethics	ISE-111	2
English-I (Language in Use)	ENG-111	3
Computer (Introduction and Applications)	COMP-111	3
Introduction to Mass Communication	BSCS-101	3
Gender Studies-I (MAS)	GEND-111	3
Sociology-I (MAS)	SOC-111	3
Semester's Total Credits		17
SEMESTER-II		
Pakistan Studies	PST -111	2
English-II (Academic Reading and Writing)	ENG -112	3
Contemporary World Media	BSCS-102	3
Sociology-II (MAS)	SOC-112	3
Gender Studies-II (MAS)	GEND-112	3
Elementary Mathematics – I (Algebra)	MATH-111	3
Semester's Total Credits		17
SEMESTER-III		
English-III (Communication Skills)	ENG-211	3
Functional Urdu	URDU-211	3
National and International affairs	BSCS-201	3
Political Science – I (MAS)	POL-221	3
Psychology - I (MAS)	APSY-211	3
Elementary Statistics	STAT-211	3
Semester's Total Credits		18
SEMESTER-IV		
English-IV (English for Practical Aims)	ENG-212	3
Mas Media in Pakistan	BSCS-202	3
Writing Workshop (MAS)	ENG-223	3
Political Science – II (MAS)	POL-222	3
Psychology - II (MAS)	APSY-212	3
Semester's Total Credits		15
SEMESTER-V		
News Reporting & Writing	BSCS-301	3
Broadcast Journalism	BSCS-302	3
Online Journalism	BSCS-303	3
Media Seminar	BSCS-304	3
Theories of Communication-I	BSCS-305	3
Semester's Total Credits		15
SEMESTER-VI		
Sub Editing & Page Designing (Theory & Practice)	BSCS-306	3
Feature, Column & Editorial Writing (Theory & Practice)	BSCS-307	3
Research Methods-I	BSCS-308	3
Theories of Communication-II	BSCS-309	3
Introduction to Advertising & Public Relations	BSCS-310	3
Semester's Total Credits		15
SEMESTER-VII		
Research Methods-II	BSCS-401	3
Developmental Communication / Journalism	BSCS-402	3
Media Ethics & Laws	BSCS-403	3
ONE GROUP OF THE FOLLOWING FOUR (OPTIONAL)		

Advanced Reporting	BSCS-404	3
Newspaper Production	BSCS-405	3
OR		
Radio News Reporting and Production	BSCS-406	3
TV News Reporting and Production	BSCS-407	3
OR		
Advertising-I	BSCS-408	3
Public Relations-I	BSCS-409	3
OR		
Organizations and Organizational Behavior	BSCS-410	3
Business & Marketing Communication	BSCS-411	3
Semester's Total Credits		15
SEMESTER-VIII		
Internship	BSCS-400	6
Research Report	BSCS-412	6
Media Management and Marketing	BSCS-413	3
Specialized Journalism	BSCS-414	3
ONE GROUP OF THE FOLLOWING FOUR (OPTIONAL)		
Advanced Sub-Editing	BSCS-415	3
Magazine and Book Production	BSCS-416	3
OR		
Radio Program Production	BSCS-417	3
TV Program Production	BSCS-418	3
OR		
Advertising - II	BSCS-419	3
Public Relations – II	BSCS-421	3
OR		
Business Writings	BSCS-422	3
Managerial Communication	BSCS-423	3
Semester's Total Credits		24