

Innovative Media Production

Academic Year 2025

(June, 2025 - May, 2026)

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Where to Go for Help

- | | |
|--|--|
| ▪ Study Problems | - Chairperson
- Lecturers |
| ▪ GPA Lower than 1.75 | - Chairperson |
| ▪ Changing Free Elective Courses | - The Dean of BU International
- Associate Dean |
| ▪ Course Contents and Names of Lecturers | - Chairperson |
| ▪ Reserve Officer Training Corps (ROTC) | - Center for Holistic Student Development |
| ▪ University's Rules and Regulations | - The Dean of BU International
- Chairperson
- One-Stop-Service Office |
| ▪ Library Services | - Surat Osathanugrah Library |
| ▪ Financial Problems | - Center for Holistic Student Development |
| ▪ Sickness & Medical Emergency | - University's Infirmary |
| ▪ Psychological Advice | - Center for Holistic Student Development |
| ▪ Lost & Found Items | - Center for Holistic Student Development |
| ▪ Recommendation Letter | - International Affairs Office |
| ▪ Quarrel or Fight | - Chairperson
- Associate Deans |
| ▪ Other Problems | - Chairperson
- Associate Deans |

Locations of Helpers:

- The Dean of BU International - Building C6, 5th Floor
- Associate Deans - Building C6, 5th Floor
- Chairperson - Building C6, 5th Floor
- International Center - Building C6, 1st Floor
- International Office - Building C6, 1st Floor
- BUI Faculty Office - Building C6, 5th Floor
- One-Stop-Service Office - Building A3, A6, 1st Floor

Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

Letter Grade	Definition in English	Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit
CF	Credits from Formal Education
CS	Credits from Standardized Test
CE	Credits from Exam
CT	Credits from Trainings arranged by organizations other than institutions of higher education
CP	Credits from Portfolio

How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Introduction to Business	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Economics	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

$$\text{Grade point average of the 1st semester} = \frac{51}{18} = 2.83$$

Example

2nd Semester

Courses	Credits	Grades	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{37.5}{15} = 2.50$$

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$$

Note: Only 2 decimal points will be used without rounding off.

Summer Session (If have)

Course	Credits	Grade	Grade Points
Asia and Global Community	3	A	4 X 3 = 12
Art of Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term = $\frac{18}{6} = 3.00$

Cumulative grade point average = $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

Grade point average of the 1st semester = $\frac{42}{15} = 2.80$

Example

2nd Semester

Courses	Credits	Grades	Grade Points
Principles of Economics	3	A	4 X 3 = 12
College Writing	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

Note: Only 2 decimal points will be used without rounding off.

Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$$

3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

Example of GPA Calculation for One Failed Course

1st Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

2nd Semester

Course	Credits	Grade	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	C	2 X 3 = 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3 = 9
	<u>18</u>		<u>46.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

Summer Semester

Course	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

18
Grade point average of the summer term = $\frac{18}{6} = 3.00$

(42 + 46.5 + 18)
Cumulative grade point average = $\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

Caution:

Students are strongly encouraged to keep track of their GPAs attentively.

Rules and Regulations for Undergraduate Studies
2025

<http://degreeplan.bu.ac.th/>

Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is educative rather than punitive.

- students should understand:
 - what plagiarism is
 - how to avoid it
 - what BU International's policy is and the penalties that apply

c. Levels of plagiarism and action to be taken

(derived from:

http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

Level 2

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Level 3

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

Curriculum
Bachelor of Communication Arts Program in Innovative Media Production
(International Program)

Degree Plan		
English Foundation Courses		Non Credit
1. General Education		30 credits
Language	9 credits	
Required	21 credits	
2. Professional Education		96 credits
Core Courses	36 credits	
Major Requirements	30 credits	
Major Electives	15 credits	
Minor	15 credits	
3. Free Electives		6 credits
Total		<u>132 credits</u>

Prerequisite

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade Of at least D; or of “F”
- b. A student has enrolled in that course and obtained at least a grade (“W” is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course Without fulfilling prerequisite requirement first will cause a registration cancellation.

List of Courses for Bachelor of Communication Arts Program in Innovative Media Production

English Foundation Courses (Non Credit)

IEN 001 Preparatory English Course

0 credit

1. General Education: 30 credits

Code	Course	Credits	Grade	Prerequisite
Language (9 credits)				
IEN 106	The Art of Writing	3		-
IEN 107	Critical Reading and Writing	3		-
IEN 108	Persuasive Presentation	3		-
Required (21 credits)				
IGE 101	Thinking Skills for Lifelong Learning	3		-
IGE 102	Citizenship and Social Transformation	3		-
IGE 103	Technology and Innovation	3		-
IGE 104	Aesthetics and Well-being for Life	3		-
IGE 105	Global Alliance and Emerging Issues	3		-
IGE 106	Financial Literacy and Sustainable Development	3		-
IGE 107	Entrepreneurial Spirit and Leadership Skills	3		-
		30		

2. Professional Education (96 Credits)

2.1 Core Courses: 36 Credits

Code	Course	Credits	Grade	Prerequisite
CAI 101	Communication: Theories and Practices	3		-
CAI 102	Media Law and Ethics	3		-
CAI 103	Art of Speaking	3		-
CAI 104	Digital Photography	3		-
CAI 105	Art of Storytelling	3		-
CAI 106	Marketing Communications in Digital Age	3		-
CAI 107	Data Analytics and Research Design for Insightful Communication	3		-
CAI 108	Trends in Communication Technology	3		-
CAI 109	Media and Entertainment Business	3		-
CAI 110	Digital Content Creation	3		-
CAI 111	Creative Design Workshop	3		Passed CAI104
CAI 112	Channel Planning	3		-
Total		36	Credits	

2.2 Major Requirements: 30 Credits

Code	Course	Credits	Grade	Prerequisite
IMI 100	Understanding International Media Industry	3		-
IMI 202	Production Design and Visualization Workshop	3		-
IMI 203	Digital Media Foundation Techniques	3		-
IMI 204	Innovation and Technology for Digital Media Production	3		-
IMI 205	Scriptwriting	3		-
IMI 311	Digital Television Production	3		Passed IMI 203
IMI 312	Digital Cinematography	3		-
IMI 314	Editing	3		-
IMI 403	Degree Project	6		4 th year a student only and passed at least 27 credits of major required courses
Total		30	Credits	

2.3 Major Electives: 15 Credits

Choose 15 credits

Code	Course	Credits	Grade	Prerequisite
IMI 201	Broadcast Performance	3		-
IMI 313	Audio Production	3		-
IMI 315	Directing	3		-
IMI 316	Color Grading and Visual Effect	3		-
IMI 331	Short-form and New Media Production	3		Passed IMI 203
IMI 332	Infotainment Production	3		Passed IMI 203
IMI 334	Documentary and News Production	3		Passed IMI 203
IMI 335	Streaming Series Production	3		Passed IMI 203
IMI 336	Live Streaming Production	3		
IMI 400	Entrepreneurship in Media and Entertainment Business	3		-
IMI 402	Regional and International Innovative Media Issues	3		4th year students only and passed at least 99 accumulative credits
Total		15	Credits	

2.4 Minor: 15 Credits

Code	Course	Credits	Grade	Prerequisite
CSI 201	Critical and Creative Thinking	3		-
CSI 202	Digital Consumer for Marketing Communication	3		-
CSI 203	Multi-platform Narrative	3		-
CSI 311	Creativity in Digital Communication	3		-
CSI 313	Brand Channels and Experiences	3		-
Total		15	Credits	

3. Free Electives: 6 Credits

Code	Course	Credits	Grade	Prerequisite
CAI 550	Online Influencer	3		-
CAI 551	Social Broadcasting	3		-
CAI 552	Sports Broadcasting	3		-
CAI 553	Lighting Design For Television	3		-
CAI 554	Voice Work in Broadcasting	3		-
CAI 555	Music in Contemporary Mass Media	3		-
CAI 556	Independent Study	3		-
CAI 557	Development Communication	3		-
CAI 558	Mass Media and Peace Studies	3		-
CAI 559	Genders and Popular Culture	3		-
Total		6	Credits	

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Innovative Media Production
 (International Program)

First Year

First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN108	Persuasive Presentation	3			
IGE101	Thinking Skills for Lifelong Learning	3			
IGE102	Citizenship and Social Transformation	3			
IGE103	Technology and Innovation	3			
CAI101	Communication: Theories and Practices	3			
CAI104	Digital Photography	3			
		18			

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IGE104	Aesthetics and Well-being for Life	3		3	
IGE106	Financial Literacy and Sustainable Development	3			
CAI105	Art of Storytelling	3		3	
CAI108	Trends in Communication Technology	3		3	
CAI109	Media and Entertainment Business	3		3	
IEN108	Persuasive Presentation			3	
CAI101	Communication: Theories and Practices			3	
CAI104	Digital Photography			3	
		21		21	

Summer Session

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE101	Thinking Skills for Lifelong Learning			3	
IGE102	Citizenship and Social Transformation			3	
IGE103	Technology and Innovation			3	
				9	

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Innovative Media Production
 (International Program)

Second Year

First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE105	Global Alliance and Emerging Issues	3		3	
IGE107	Entrepreneurial Spirit and Leadership Skills	3		3	
CAI102	Media Law and Ethics	3		3	
CAI103	Art of Speaking	3		3	
CAI111	Creative Design Workshop	3		3	
IMI203	Digital Media Foundation Techniques	3		3	
CSI203	Multi-platform Narrative	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI106	Marketing Communications in Digital Age	3		3	
CAI107	Data Analytics and Research Design for Insightful Communication	3		3	
CAI110	Digital Content Creation	3		3	
IMI100	Understanding International Media Industry	3		3	
IMI205	Scriptwriting	3		3	
IMI312	Digital Cinematography	3		3	
IGE106	Financial Literacy and Sustainable Development			3	
		18		21	

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Innovative Media Production
 (International Program)

Third Year

First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI202	Production Design and Visualization Workshop	3		3	
IMI311	Digital Television Production	3		3	
IMI201 or IMI313 or IMI332	Broadcast Performance or Audio Production or Infotainment Production (Major Elective)	3		3	
CSI311	Creativity in Digital Communication	3		3	
CSI313	Brand Channels and Experiences (Minor)	3		3	
XXXXXX	Free Elective I	3		3	
		18		18	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI204	Innovation and Technology for Digital Media Production	3		3	
IMI314	Editing	3		3	
IMI315	Directing (Major Elective)	3		3	
IMI316 or IMI331	Color Grading and Visual Effect or Short-form and New Media Production (Major Elective)	3		3	
CSI202	Digital Consumer for Marketing Communication (Minor)	3		3	
XXXXXX	Free Elective II	3			
IEN107	Critical Reading and Writing			3	
IEN106	The Art of Writing			3	
		18		21	

Program of Study
 Bangkok University International
 Bachelor of Communication Arts Program in Innovative Media Production
 (International Program)

Fourth Year

First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI112	Channel Planning	3		3	
IMI334	Documentary and News Production (Major Elective)	3		3	
IMI335 or IMI400 or IMI402	Streaming Series Production or Entrepreneurship in Media and Entertainment Business or Regional and International Innovative Media Issues (Major Elective)	3		3	
CSI201	Critical and Creative Thinking (Minor)	3		3	
		12		12	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI403	Degree Project	6		6	
XXXXXX	Free Elective II			3	
		6		9	

Course Description

Innovative Media Production

IEN 106	The Art of Writing	3 (2 – 2 – 6)
	Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing	
IEN 107	Critical Reading and Writing	3 (2 – 2 – 6)
	Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation	
IEN 108	Persuasive Presentation	3 (2 – 2 – 6)
	Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media	
IGE 101	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
	A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.	
IGE 102	Citizenship and Social Transformation	3 (3 – 0 – 6)
	A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.	
IGE 103	Technology and Innovation	3 (3 – 0 – 6)
	A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of	

life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.

IGE 104 Aesthetics and Well-being for Life 3 (3 – 0 – 6)

Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.

IGE 105	Global Alliance and Emerging Issues	3 (3 – 0 – 6)
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A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.

IGE 106 Financial Literacy and Sustainable Development (3 – 0 – 6)

A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.

IGE 107	Entrepreneurial Spirit and Leadership Skills	3 (3 – 0 – 6)
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A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.

2. Professional Education (96 Credits)

2.1 Core Courses: 36 Credits

CAI 101	Communication : Theories and Practices	3 (3 – 0 – 6)
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The course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

- | | | |
|--|---|---------------|
| CAI 102 | Media Law and Ethics | 3 (3 – 0 – 6) |
| <p>This course aims to review the fundamental principles of mass media law and ethics. It will explore the interplay of law (the rights and freedoms) and ethics (professional responsibilities) and how it affects the media. The focus will be on the legal rights, licensing of intellectual property, regulatory limitations, and the major ethical issues arising from the different types of media.</p> | | |
| CAI 103 | Art of Speaking | 3 (3 – 0 – 6) |
| <p>This course focuses on principles and different forms of public speaking. Emphasis is on instruction, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Upon completion, students will be able to prepare and deliver well-organized speeches in various occasions. This practice-based course highlights on different skill sets - speaking, listening and interpersonal skills - essential to be effective communicators in everyday life and public settings.</p> | | |
| CAI 104 | Digital Photography | 3 (2 – 2 – 6) |
| <p>This course aims to introduce students to the basic principles and application of digital photography. Topics include camera operation, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.</p> | | |
| CAI 105 | Art of Storytelling | 3 (3 – 0 – 6) |
| <p>This course examines various forms of storytelling in contemporary media through both verbal and non-verbal communications. Students will be investigating the key element and the anatomy of the good story along with visual storytelling and the dramatic quality. Students learn the techniques of how to develop listening and seeing skills and how imagination, and personal experiences can be utilized to create a unique and effective communication.</p> | | |
| CAI 106 | Marketing Communications in Digital Age | 3 (3 – 0 – 6) |
| <p>This course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate</p> | | |

communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

CAI 107 Data Analytics and Research Design for Insightful Communication 3 (3 – 0 – 6)

This course aims to bring together the theoretical and practical elements of research, data analysis, and audience insights. This course places an emphasis on applying various research methodologies, both quantitative and qualitative as part of a process for content creation in Marketing Communication.

CAI 108 Trends in Communication Technology 3 (3 – 0 – 6)

This course aims to keep students up to date on the current and the future trends of communication technology in digital age. Students will learn the background of new communication and information technology, and explore the way how technologies influence our everyday lives these days. Emphasis is on the rapid growth of smart devices and broadcasting technology, new media, convergent media as well as 360 video, and virtual reality (VR) technology.

CAI 109 Media and Entertainment Business 3 (3 – 0 – 6)

The course explores features and elements of entertainment and creative businesses such as advertisement, public relations and events management. Students will learn theories and concept of marketing, marketing strategies, situation analysis, media analysis, targeted group analysis, contextual analysis, strategic planning, assessing cost and value and managing entertainment business. Throughout the course, students will be encouraged to look into different factors contributing to success in media and entertainment business in various contexts.

CAI 110 Digital Content Creation 3 (3 – 0 – 6)

This course focuses on the creation of content and messages through digital media. It seeks to combine both practical skills and critical understanding in media production. By implementing storytelling, creativity, specific techniques and thinking approaches, students are encouraged to create ideas and develop a new and interesting communication strategy in order to achieve their goals.

$$3(2 - 2 - 6)$$

This course aims to design to teach students fundamental perceptive of graphics creation through the use of software programs employed by digital media and interactive-media companies. Emphasis is on the difference between raster and vector graphic, color theory, digital color models, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum will provide students solid foundation knowledge of creating elements for digital media production.

$$3(3 - 0 - 6)$$

This course explores principles, theories, tools and alternative platforms of communication, and channel planning both online and offline. Topics include: market situation analysis; new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

IMI 100 Understanding International Media Industry

$$3(3 - 0 - 6)$$

This course aims to introduce the evolution of national and international media industry, especially the evolution in a digital age. The course focuses on the principles of function, structure and the influence of mass media on both offline and online platforms. Also, it provides the understanding of strategic communication and style of presentation, reflecting the lifestyle and thoughts of each country's citizens.

$$3(2 - 2 - 5)$$

This course aims to present the fundamental of production designing both aesthetically and technically. The course gives students a chance to go through every aspect of production, such as conceptual design, interpretation and adaptation, art direction, set design, lighting design and so forth.

$$3(2 - 2 - 5)$$

This course is designed to introduce students to the fundamental theories, practices and techniques of digital media production. Students are expected to learn to use latest digital tools in order to keep up with today's fast changing technology in media production. The course emphasizes on all types and forms of production equipments, which

will enable students to choose appropriate and effective presentation techniques in accordance with different social and cultural contexts.

IMI 204	Innovation and Technology for Digital Media Production	3 (2 – 2 – 5)
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This course provides students with an understanding and perspective on innovation and technological development in digital media production. It explores current trends and future trends as well as Virtual Reality (VR), Augmented Reality (AR) and other latest innovation in the media industry. Students will be able to gain both knowledge and practices in order to create new and effective form of communication using latest trend in digital media production.

IMI 205	Scriptwriting	3 (2 – 2 – 6)
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This course focuses on principles, techniques and practices of various forms of professional scriptwriting. The aim is to understand script structures of radio and television programme, to analyse writing strategies, and to write and adapt basic scripts in a variety of formats. Students are expected to creatively engage in various stages of developing and writing a specialized script for newscast, documentary, drama, talk show and variety show.

IMI 311	Digital Television Production	3 (1 – 4 – 6)
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Prerequisite: Passed IMI 203

This course aims to study and practice in digital television production, TV studio operation, applying the storytelling to production techniques on commercial and public service programs. This emphasizes uses and gratification's audiences, relates to state of society, economy and culture.

IMI 312	Digital Cinematography	3 (2 – 2 – 5)
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Students learn how to operate such digital cinema cameras, both theoretically and practically. Furthermore, they learn about the fundamental of light settings, visual arts and composition, camera tools, as well as the practice of cinematography, shooting on location in particular.

IMI 314	Editing	3 (2 – 2 – 5)
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This course aims to provide students with an understanding to the aesthetic and principle of editing. Students will learn about the development of concepts and techniques of editing to create a meaningful storytelling. Students learn about the post-production workflow and how to use professional editing softwares such as Final Cut Pro and Adobe Premiere as well as color correction and color grading.

IMI 403	Degree Project	6 (3 – 6 – 8)
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Prerequisite: 4th year a student only and passed at least 27 credits of major required courses

Students will design a graduation project, and execute it at a level that meets the required standard. The graduation project must be in topics related to innovative media production with objectives to meet the demands of media industry nationally and globally. Students will need an approval from the faculty committee on their chosen topics. Following a successful accomplishment of their projects, student will submit a thesis that critically discusses their projects and contribute to knowledge in the field of media.

2.3 Major Electives: 15 credits

Choose 15 credits

IMI 201	Broadcast Performance	3 (2 – 2 – 6)
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This course aims to combine both classroom lectures and practical sessions with a variety of performance techniques in both radio, television programs and innovative media. Course content includes professional standards of voice, pronunciation, non-verbal language, body movement and personality as well as performance techniques that are required in a variety of applications, such as news reporting, documentary, music program, talk show, variety show, interview and discussion programs.

IMI 313	Audio Production	3 (2 – 2 – 5)
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This course aims to lead students to the realm of sound and music. The main objective is to instruct about how to design and select sounds to create innovative media, such as podcast ambient media and broadcast media. Students learn how to edit and create such sounds on Pro Tools software or likewise. Besides, students understand the music genres and cultural sounds which both really matter to audiences' perceptions.

IMI 315	Directing	3 (2 – 2 – 5)
This course aims to leads students through the directing process; from the script analysis and preperation, directing actor, casting, and rehearsal. The main purposes are to create the powerful performances and memorable characterizations.		
IMI 316	Color Grading and Visual Effects	3 (2 – 2 – 5)
This course covers computer-generated skills. Students learn about the color theory and color correction softwares. Students learn about effects creation, motion control and tracking, film and lighting effects, stabilization, motion capture and rotoscoping. Besides, basic 3D motion graphic creation is given in this course.		
IMI 331	Short-form and New Media Production	3 (1 – 4 – 6)
Prerequisite: Passed IMI 203		
This course aims to study and practice in both broadcast and new media short-form formats, e.g., spot, public service announcement, music video, corporate video, viral clip, teaser, and filler. The course emphasizes idea formulation, synthesis, scripting, and creative style of presentation which are in line with sponsors satisfaction and station expectation.		
IMI 332	Infotainment Production	3 (1 – 4 – 6)
Prerequisite: Passed IMI 203		
This course aims at exposing students to a wide variety of infotainment TV programs, e.g, variety show, magazine-on-TV, docudrama, reality show, game show, and quiz show. Students are assigned to develop infotainment program concept, pitch and present a proposal, write the script, devise a production timeline, and produce infotainment shows. Emphasis is placed upon creativity, audience interest, production quality, sponsorship, budget management, and societal values.		
IMI 334	Documentary and News Production	3 (1 – 4 – 6)
Prerequisite: Passed IMI 203		
Lecture and practice in documentary and news production. This course provides students with the topic selection, scriptwriting, production, interview techniques. It also introduces news reporting techniques with the use of modern technology, while learning to work with different news, e.g., politics, social news, business and economy, entertainment and sports and eventually produce valuable news stories to be broadcast via radio, television		

CSI 201	Critical and Creative Thinking	3 (3 – 0 – 6)
	This course provides students basic concepts and process of critical and creative thinking, starting from their own imagination to real work, and give them opportunities to producing creative works by using several techniques.	
CSI 202	Digital Consumer for Marketing Communication	3 (3 – 0 – 6)
	This course studies marketing communication concepts plan for consumer decision in the digital era, relationship management between brand and consumers by appropriate traditional, and digital marketing communication tools.	
CSI 203	Multi-platform Narrative	3 (3 – 0 – 6)
	This course studies the main concept of storytelling and writing techniques as well as nature of media platforms, aiming to equip students with a storytelling and communication skills to narrate the story effectively and creatively.	
CSI 311	Creativity in Digital Communication	3 (2 – 2 – 5)
	This course provides students the concept of creativity and variety of case studies in order to show them how to integrate the ideas and information to develop the effective digital communication strategies. They will be able to target the right audiences, implement objectives and initiate communication strategy creatively on the basis of morality and ethics.	
CSI 313	Brand Channels and Experiences	3 (3 – 0 – 6)
	This class explores emerging concepts in neuromarketing and psychological principles in marketing communication. It explores brain mechanisms that affect the interpretation and processing of marketing communication information and seeks to understand the five sensory systems; sight, taste, smell, touch, and the role of emotions that affect a customer's response to events or to marketing communication stimuli. Applied learning experiences focus on case study analysis about sensational marketing communication.	

3. Free Electives: 6 credits

CAI 550	Online Influencer	3 (2 – 2 – 5)
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This course aims to develop students' skills in content creation for online platforms. Students will be able to identify personal or brand's identities, strengths, selling points and target audiences. Also, students will be able to apply presentation and visualization techniques together with message and social media strategies to develop their personal contents in order to gain awareness and revenues.

CAI 551	Social Broadcasting	3 (3 – 0 – 6)
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This course aims to portray the importance of broadcasting media as well as new media, such as various social-networking media, in developing the society. The core purpose of the course is to IMIng TV and radio broadcasting as main catalysts for community development through campaigns and activities. In addition, students learn about the broadcast media roles in association with the nation's progress.

CAI 552	Sports Broadcasting	3 (3 – 0 – 6)
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This course aims to present how to produce sports programs on television. Students start from analyzing the target groups, writing scripts, to produce a show pilot. They, finally, understand all processes of sports broadcasting production; pre-production, production, and post production.

CAI 553	Lighting Design For Television	3 (2 - 2 - 5)
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This course aims to present the ways to design the light in television broadcasting for both indoor and outdoor location. They know how to properly design the light on different TV genres, such as newscast, variety show, and TV drama, etc.

CAI 554	Voice Work in Broadcasting	3 (2 - 2 - 5)
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This course aims to present voice technique and correct pronunciation for broadcast media. Students perform voice over for various purposes, such as TV shows, live reports, interviews, movies or even cartoons, etc.

