

Film, Series and Global Content Production and Business

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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 School of Digital Media and Cinematic Art
  - 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 School of Digital Media and Cinematic Art
  - 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 The Dean of School of Digital Media and Cinematic Art - Building C4, 3<sup>rd</sup> Floor
- Associate Deans - Building C4, 3<sup>rd</sup> Floor
- Chairperson - Building C4, 3<sup>rd</sup> Floor
- International Center - Building C6, 1<sup>st</sup> Floor
- International Office - Building C6, 1<sup>st</sup> Floor
- School of Digital media and Cinematic Art Office - Building C4, 3<sup>rd</sup> Floor
- One-Stop-Service Office - Building A3, A6, 1<sup>st</sup> 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

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
The Art of Writing	3	A	4 X 3 = 12
Thinking Skills for Lifelong Learning	3	C	2 X 3 = 6
Music and Sound for Global Content	3	B+	3.5 X 3 = 10.5
Global Creative Industry	3	D+	1.5 X 3 = 4.5
Art of Storytelling	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

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

#### Example

#### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Persuasive Presentation	3	A	4 X 3 = 12
Art of Pitching	3	C	2 X 3 = 6
Writing for Global Content I	3	B	3 X 3 = 9
Art of Directing	3	D+	1.5 X 3 = 4.5
Basic Acting	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

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

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

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

### Summer Session (If have)

Course	Credits	Grade	Grade Points
Critical Reading and Writing	3	A	4 X 3 = 12
Aesthetics and Well-being for Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

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

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

### 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

#### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Art of Writing	3	A	4 X 3 = 12
Thinking Skill for Lifelong Learning	3	C	2 X 3 = 6
Music and Sound for Global Content	3	B+	3.5 X 3 = 10.5
Global Creative Industry	3	D+	1.5 X 3 = 4.5
Art of Storytelling	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

$$\text{Grade point average of the 1<sup>st</sup> semester} = \frac{42}{15} = 2.80$$

## Example

### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Persuasive Presentation	3	A	4 X 3 = 12
Art of Pitching	3	C	2X 3 = 6
Writing for Global Content I	3	B	3X 3 = 9
Art of Directing	3	D+	1.5 X 3 = 4.5
Basic Acting	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

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

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

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

### Summer Semester

Course	Credits	Grade	Grade Points
Critical Reading and Writing	3	A	4 X 3 = 12
Aesthetics and Well-being for Life	<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

##### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
The Art of Writing	3	A	4 X 3 = 12
Thinking Skills for Lifelong Learning	3	C	2 X 3 = 6
Music and Sound for Global Content	3	B+	3.5 X 3 = 10.5
Global Creative Content	3	D+	1.5 X 3 = 4.5
Art of Storytelling	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

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

##### 2<sup>nd</sup> Semester

Course	Credits	Grade	Grade Points
Persuasive Presentation	3	A	4 X 3 = 12
Art of Pitching	3	C	2 X 3 = 6
Writing for Global Content I	3	B	3 X 3 = 9
Art of Directing	3	D+	1.5 X 3 = 4.5
Basic Acting	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
Critical Reading and Writing	3	A	4 X 3 = 12
Aesthetics and Well-being for Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

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

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

\* 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.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)**

<b>Degree Plan</b>		
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 Arts in Film, Series and Global Content Production and Business**

**English Foundation Courses (Non Credit)**

IEN 001 Preparatory English Course 0 credit

**1. General Education: 24 credits**

Code	Course	Credits	Grade	Prerequisite
<b>Language (9 credits)</b>				
IEN 106	The Art of Writing	3		-
IEN 107	Critical Reading and Writing	3		-
IEN 108	Persuasive Presentation	3		-
<b>Required (15 credits)</b>				
IGE 011	Thinking Skills for Lifelong Learning	3		-
IGE 012	Citizenship in Social and International Community	3		-
IGE 013	Technology and Innovation for the Future	3		-
IGE 014	Aesthetics and Well-being for Life	3		-
IGE 015	Entrepreneurial Spirit and Financial Literacy	3		-
		24		

## 2. Professional Education (93 Credits)

### 2.1 Core Courses: 30 Credits

Code	Course	Credits	Grade	Prerequisite
IFM 101	Global Creative Industry	3		-
IFM 102	Art of Storytelling	3		-
IFM 103	Fundamental Global Content Production Technique	3		-
IFM 104	Design and Visualisation in Global Content Production	3		-
IFM 105	Basic Acting	3		-
IFM 201	Global Content Script Analysis	3		-
IFM 202	Trends in Global and Regional Context for Global Content	3		-
IFM 203	Art of Pitching	3		-
IFM 301	Audience and Creative Content Analysis	3		-
IFM 302	Fundamental of Intellectual Property Law	3		-
Total		30	Credits	

### 2.2 Major Requirements: 63 Credits

Code	Course	Credits	Grade	Prerequisite
GFM 101	Music and Sound for Global Content	3		-
GFM 201	World and Character Building	3		-
GFM 202	Cinematography	3		-
GFM 203	Fundamental Post-production	3		-
GFM 204	Writing for Global Content I	3		-
GFM 205	Global Content Production Studio I	3		-
GFM 206	Art of Directing	3		-
GFM 207	Producing for Film and Global Content	3		-
GFM 301	Pitch Deck Development	3		-
GFM 302	Writing for Global Content II	3		-
GFM 303	Global Content Marketing and Distribution	3		-
GFM 304	Global Content Production Studio II	3		-
GFM 305	Adaptation for Global Content	3		-

GFM 306	New Technology and Transmedia	3		-
GFM 307	Film Curating and Exhibition	3		-
GFM 308	Global Experience in Creative Industry	3		-
GFM 309	Intellectual Property Management	3		-
GFM 401	Seminar in Creative Content Industry	3		-
GFM 402	Research and Development for Degree Project	3		-
GFM 403	Degree project in Film, Series and Global Content Production and Business	6		Students must register GFM402 Degree Project Research and Development -
Total		63	Credits	

### 3. Free Electives: 15 Credits

Code	Course	Credits	Grade	Prerequisite
GFM 501	Contemporary Art and Culture	3		-
GFM 502	Ghost, Monster, and Mythology	3		-
GFM 503	Science, Multiverse and Outer Space Fiction	3		-
GFM 504	Philosophy and Modern Concepts	3		-
GFM 505	Contemporary Issues in Creative Content	3		-
GFM 506	History and Narrative	3		-
GFM 507	Psychology and Character Studies	3		-
GFM 508	Writing for Series Workshop	3		-
GFM 509	Writing for Feature Film Workshop	3		-
GFM 510	Genre and Content Structure Studies	3		-
GFM 511	Advanced Cinematography	3		
GFM 512	Art Directing	3		
GFM 513	Production Design and Prop Making	3		
GFM 514	Editing for Storytelling	3		
GFM 515	Selected Topic in Creative Content Production	3		
GFM 516	Networking in Creative Business	3		
GFM 517	Business Model for Global Content	3		
Total		15	Credits	

Program of Study  
 Bangkok University International  
 Bachelor of Art Program in Film, Series and Global Content Production and Business  
 (International Program)

First Year

First Semester

Academic Year 2025

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			
IGE011	Thinking Skills for Lifelong Learning	3			
IGE012	Citizenship in Society and International Community	3			
IFM101	Global Creative Industry	3			
IFM102	Art of Storytelling	3			
IFM103	Fundamental Global Content Production Technique	3			
		18			

## Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN107	Critical Reading and Writing	3		3	
IGE014	Aesthetics and Well-being for Life	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IFM104	Design and Visualisation for Global Content Production	3		3	
IFM105	Basic Acting	3		3	
GFM101	Music and Sound for Global Content	3		3	
GFM505	Contemporary Issues in Creative Content (Free Elective I)	3		3	
		21		21	

## Summer 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	
IGE011	Global Creative Industry			3	
				6	

Program of Study  
 Bangkok University International  
 Bachelor of Art Program in Film, Series and Global Content Production and Business  
 (International Program)

Second Year

First Semester

Academic Year 2026

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3			
IFM201	Global Content Script Analysis	3		3	
IFM202	Trends in Global and Regional Context for Global Content	3		3	
GFM201	World and Character Building	3		3	
GFM202	Cinematography	3		3	
GFM203	Fundamental Post-production	3		3	
GFMXXX	Free Elective II	3			
IFM102	Art of Storytelling			3	
IFM103	Fundamental Global Content Production Technique			3	
		21		21	

## Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN108	Persuasive Presentation	3		3	
IFM203	Art of Pitching	3		3	
GFM204	Writing for Global Content I	3		3	
GFM205	Global Content Production Studio I	3		3	
GFM206	Art of Directing	3		3	
GFM207	Producing for Film and Global Content	3		3	
GFMXXX	Free Elective III	3		3	
		21		21	

## Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE012	Citizenship in Society and International Community			3	
IGE013	Technology and Innovation for the Future			3	
				6	

Program of Study  
 Bangkok University International  
 Bachelor of Art Program in Film, Series and Global Content Production and Business  
 (International Program)

Third Year

First Semester

Academic Year 2027

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IFM301	Audience and Creative Content Analysis	3		3	
IFM302	Fundamental of Intellectual Property Law	3		3	
GFM301	Pitch Deck Development	3		3	
GFM302	Writing for Global Content II	3		3	
GFM303	Global Content Marketing and Distribution	3		3	
GFMXXX	Free Elective IV	3		3	
GFMXXX	Free Elective V	3			
IFM101	Global Creative Industry	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
GFM304	Global Content Production Studio II	3		3	
GFM305	Adaptation for Global Content	3		3	
GFM306	New Technology and Transmedia	3		3	
GFM307	Film Curating and Exhibition	3		3	
GFM308	Global Experience in Creative Industry	3		3	
GFM309	Intellectual Property Management	3		3	
GFMxxx	Free Elective II			3	
		18		21	

Program of Study  
 Bangkok University International  
 Bachelor of Art Program in Film, Series and Global Content Production and Business  
 (International Program)

Fourth Year

First Semester

Academic Year 2028

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
GFM401	Seminar in Creative Content Industry	3		3	
GFM402	Research and Development for Degree Project	3		3	
GFMxxx	Free Elective V			3	
		6		9	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
GFM403	Degree Project in Film, Series and Global Content Production and Business	6		6	
		6		6	

# Course Description

## Film, Series and Global Content Production and Business

### 1. General Education (24 credits)

#### 1.1 Language (9 credits)

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.

### 1.2 Required (15 credits)

IGE 101      Thinking Skills for Lifelong Learning      3 (3 – 0 – 6)  
Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

IGE 102      Citizenship in Society and International Community      3 (3 – 0 – 6)  
Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.



IFM 103	Fundamental Global Content Production Technique	3 (2 – 2 – 6)
	This course studies the production process of films, TV series, and digital content. Students will learn basic skills and knowledge of equipment operation and practice the process through a workflow from script to screen at the fundamental level.	
IFM 104	Design and Visualisation in Global Content Production	3 (2 – 2 – 6)
	This course studies basic art theories for design in film: line, color, light, shadow, components, layout, and unity in art. It also features film masterpieces in mise-en-scène and workshop on writing storyboard and design for posters.	
IFM 105	Basic Acting	3 (2 – 2 – 6)
	This course studies modern acting theories and techniques in order to understand the nature of acting. It also trains students in basic acting to understand raw materials of humans such as body, voice, mind and movement.	
IFM 201	Global Content Script Analysis	3 (3 – 0 – 6)
	This course examines the art of script writing and practices in analyzing and interpreting scripts of successful global films, TV series, and TV shows. Students will explore forms, genres, elements, and structures related to social and geographical contexts, media industry trends and production process limitations.	
IFM 202	Trends in Global and Regional Context for Global Content	3 (3 – 0 – 6)
	The course explores cultural, socio-political, and economic contexts in each part of the world to understand and identify the differences and common traits of global and regional markets which affect the trend and direction of content, genre and narrative style in creative content production and marketing.	
IFM 203	Art of Pitching	3 (3 – 0 – 6)
	This course examines the principles of project proposal writing, including research, conceptualisation, and preparation. Students will learn presentation techniques, as well as using technology and digital media. Students will practice pitching for different purposes, so they can apply the skills to daily life and career efficiently.	
IFM 301	Audience and Creative Content Analysis	3 (3 – 0 – 6)
	The course examines global and regional audience behavior and surrounding aspects affecting understanding, interpretation, and viewing aesthetics. Students will practice analysing similarities and differences in theme, narrative structure and cinematic techniques used to create appealing global contents.	



- GFM 204      Writing for Global Content I      3 (3 – 0 – 6)
- The fundamentals of script writing for a film, TV series, and a wide range of creative content will be covered in this course. Students will practice systematic team-style script writing under briefs, conditions and limitations of the production.
- GFM 205      Global Content Production Studio I      3 (2 – 2 – 6)
- Study the process of producing film, TV series, and creative content starting from conceptualization, pre-production, production, and post-production stages. Practice shooting and editing, focusing on helping students understand the steps involved in creating film, television series work according to industry standards. This includes being able to successfully produce media and become a professional.
- GFM 206      Art of Directing      3 (2 – 2 – 6)
- In this course, Students will learn basic components of being a director for screen. It also covers directing for screen principles and art of directing for various screen medias. This course also provides students opportunities to hone their directing skills among their projects in the course.
- GFM 207      Producing for Film and Global Content      3 (3 – 0 – 6)
- This course studies principles and planning procedures for film and international content production. It focuses on position management and administration within the filming set, as well as coordination, business, and planning for the filming process. Budget management techniques Designing work schedules in various parts for budget management and controlling film production time effectively.
- GFM 301      Pitch Deck Development      3 (2 – 2 – 6)
- This course examines the principles and styles of pitching film, television series and global content to international platforms. This includes researching, pitching varieties of shows, as well as using technology and digital media. Students will get to practice writing story treatment, creating a bible for their own series, honing pitching skills and presentation.

GFM 302      Writing for Global Content II      3 (2 – 2 – 6)

This course focuses on the art of script writing. The principles and techniques of feature film and TV series script writing. The aim is to understand script structures and function of story elements. Students will practice step by step of how to write a full script and create suspense and dramatic situations to grasp audience's attention in long-formed content.

GFM 303      Global Content Marketing and Distribution      3 (3 - 0 - 6)

In this course, students will learn how to find domestic and overseas distribution for theatrical, streaming platforms, and alternative markets by gaining knowledge on how to craft a distribution strategy from the earliest stages of project development. It also covers the role of sale agent and the selling technique. Students will practice designing effective marketing campaigns and strategies for their contents.

GFM 304      Global Content Production Studio II      3 (2 - 2 - 6)

This course offers students hands-on experience in professional level projects, from creative process, pitching, financial planning, marketing, production within the dynamic landscape of the entertainment industry. Students will explore the journey of bringing creative concepts to life, from initial ideation to developing polished pitches and production-ready content.

GFM 305      Adaptation for Global Content      3 (3 - 0 - 6)

This course studies the difference modes of storytelling between literature and screen media. Creative technique for screen adaptation from literature, play, non-fiction, online media, other arts and medias. Principle of transmedia storytelling to create multi-dimensional narratives and experiences for the audience with the use of different medias and platforms both traditional media, online media and interactive media.

GFM 306      New Technology and Transmedia      3 (3 - 0 - 6)

This course explores the significance of new technologies in transmedia landscape. It will introduce students to transmedia storytelling, a method of creating stories that use multiple platforms and formats to tell a unified narrative. The course will look into how new technologies, such as virtual reality, augmented reality, and artificial intelligence, shape the future of storytelling and create immersive and engaging transmedia experiences.

GFM 307      Film Curating and Exhibition      3 (2 - 2 - 6)

This course explores the process of organizing film exhibitions in various formats, including primary channels like movie theatres and streaming platforms, as well as alternative exhibitions such as micro cinemas. Students will study guidelines for building a network and learn the art of selecting works for exhibition that are compelling in both concept and international marketing. The course offers practical experience in conceptualizing and organizing events, as well as creating advertising and public relations campaigns for exhibitions on an international scale.

GFM 308      Global Experience in Creative Industry      3 (2 - 2 - 6)

The Global Experience in Creative Industry course offers undergraduate students the opportunity to gain practical experience and insights into content production within the global creative landscape. This course combines an internship program with industry visits, allowing students to apply theoretical knowledge gained in the classroom to real-world projects and settings in the global media industry.

GFM 309      Intellectual Property Management      3 (3 - 0 - 6)

Concepts and principles of intellectual property management, types of intellectual property, laws and regulatory processes governing the use of intellectual property, reading and interpreting intellectual property licensing agreements, strategies for leveraging intellectual property and opportunities for generating business returns from intellectual property.

GFM 401      Seminar in Creative Content Industry      3 (3 - 0 - 6)

This course explores cutting-edge movements, trends, and events in the media and creative content industry regionally and globally. Students will have the opportunity to learn and discuss issues with industry experts.

GFM 402      Research and Development for Degree Project      3 (0 - 6 - 6)

This course proposes students with topics of interest to pursue for their degree projects. This will enable students to acquire skills in analysis, research and development, planning, and budgeting to complete degree projects, which must be approved by the Department Committee.

GFM 403 Degree Project in Film, Series, and Global Content Production and Business 3 (3 - 0 - 6)

Pre-requisite : Students must register GFM402

Students are required to produce degree projects that have been approved by the committee, through the degree project procedures and must exhibit their work publicly.

### 3. Free Electives (15 credits)

GFM 501 Contemporary Art and Culture 3 (3 - 0 - 6)

In this course, the students will survey contemporary Art and Culture landscape. Then synthesize, develop and create their own contemporary art exhibition and event project in their own aesthetic style.

GFM 502 Ghost, Monster and Mythology 3 (3 - 0 - 6)

This course explores the origins and evolution of ghosts, monsters, myths, and mythological tales that have captivated cultures throughout history. It examines how these stories reflect the values, beliefs, and fears of different cultures and societies. By understanding these core themes, students will gain the knowledge to create unique and meaningful creative content.

GFM 503 Science, Multiverse and Outer Space Fiction 3 (3 - 0 - 6)

In this course, the students will examine a series of great science fiction and fantasy narratives in various medias, such as novels, short stories, movies, series and TV shows, that inspired by knowledge and information in various fields of sciences such as biology, physics, astronomy, and new scientific discoveries. Students will practice creating their own versions of science fiction and fantasy stories, using facts, information and imagination.

GFM 504 Philosophy and Modern Concepts 3 (3 - 0 - 6)

This course studies the fundamental in philosophy and contemporary concepts in media, social movements, changes in theories and concepts influencing creativity, popular phenomena, as well as responses to the ongoing film genres such as Woke Movement, #MeToo Movement, violence, and Diversity & Inclusion.

GFM 505 Contemporary Issues in Creative Content 3 (3 - 0 - 6)

In this course, the students will analyze and study contemporary issues in creative content such as gender diversity, ethnicity, post-colonialism, globalization through theories of anthropology, sociology, political history. Then they are synthesized to present contemporary issues that can be developed in the production of creative work.

GFM506 History and Narrative 3 (3 – 0 – 6)

This course examines history as a narrative form of humanity, society, race, politics, and other issues. It also examines significant past events regionally and globally. The course can inspire students, or provide a resource for them to create interesting and more in-depth creative content.

GFM 507 Psychology and Character Studies 3 (3 – 0 – 6)

This course studies the fundamental theories of psychology, and the relation between psychology and characterization. Students will learn how to design character in different genres of film: forming a background, attitudes, and personalities of characters; giving physically, mentally, and socially contextual details of characters; character development; relationships among characters; and importance of needs and wants of characters.

GFM 508 Writing for Series Workshop 3 (2 – 2 – 6)

Students will practice script writing for TV Series from finding the right story to determine structures, characters, story elements and dramatizing techniques of screenplay for TV series. It provides a workshop on writing and developing the original and unique screenplay.

GFM 509 Writing for Feature Film Workshop 3 (2 – 2 – 6)

This course gives an overview of principles and techniques for advanced screenwriting, provides a workshop on feature film screenwriting in style, structure, and other elements, and then focuses on creating an identity with a perfect blend of content, style, and pattern: starting from constructing a draft outline, adding details to the outline and creating a character's personality to story development to complete a final draft screenplay.

- GFM 510      Genre and Content Structure Studies      3 (3 – 0 – 6)
- This course examines the wide range of genres and structures in film, TV series, and creative content. Students will practice creating chapter structure, both in the overall nature of the work and the sub-structures in each episode that are complete on their own and connected to the overall picture, to create an interesting and engaging story for the work.
- GFM 511      Advanced Cinematography      3 (2 – 2 – 6)
- This course studies lighting theories, lighting psychology, and how to choose light tools. At a workshop on lighting for storytelling and communication, students can practice lighting with special techniques to create the desired light and atmosphere.
- GFM 512      Art Directing      3 (2 – 2 – 6)
- This course studies the theories and principles of art direction, including the duties of art department crews. It also provides a workshop on design, choice of materials, scene setting, prop making, makeup and hair design, costume design, special effects and scene decoration to fit stories.
- GFM 513      Production Design and Prop Making      3 (2 – 2 – 6)
- This course studies principles of production design, the structure of the art department, and preparation and procedures for production design through theories and practice. Students will learn how to work with directors and art directors and convey meaning and emotions through such components as scenes, props, locations, clothing and costumes.
- GFM 514      Editing for Storytelling      3 (2 – 2 – 6)
- This course investigates arts and aesthetics of editing. Students will explore outstanding editing in various genres, studies the works of influenced editors as well as utilizes editing techniques as a re-writing tool for screenplay and value-added solutions.
- GFM 515      Selected Topic in Creative Content Production      3 (2 – 2 – 6)
- Students will learn and practice the selected topic in production procedures: pre-production, production and post-production. The course emphasizes specific knowledge and skills for professional work.

GFM 516      Networking in Creative Business

3 (3 – 0 – 6)

Student will learn and practice the essential skills and strategies required to build meaningful professional relationships and thrive in the dynamic landscape of the creative industry. This course provides students with comprehensive insights into networking principles, emphasizing its significance in establishing and nurturing connections within the creative business ecosystem. The course includes a blend of theoretical study, real-world case studies, and practical experience in the global creative industry. Students will develop the confidence, communication prowess, and networking acumen necessary to navigate professional environments with finesse.

GFM 517      Business Model for Global Content

3 (3 – 0 – 6)

The course provides students with the core concepts of business models and how they apply to the creative industries, focusing on business organizations, start-ups, and entrepreneurship. It will explore the innovative distribution platforms shaping today's media landscape. Students will learn how to turn creative content into a sustainable business and explore the possibilities of generating revenue from it, including subscriptions, advertising, product sales and branding.