

Program of Study
School of Communication Arts
Bachelor of Communication Arts Program in Innovative Media Production (International Program)
Academic Year 2024

First Year First Semester		Credits			
Course Number	Course Title	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 for the Future	3			
CAI101	Communication: Theories and Practices	3			
CAI104	Digital Photography	3			
		18	0	0	0

First Year Second Semester		Credits			
Course Number	Course Title	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	0	21	0

First Year Summer Semester		Credits			
Course Number	Course Title	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 for the Future			3	
		0	0	9	0

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		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	0	21	0

Second Year 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	0	21	0

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Third Year First Semester		Credits			
Course Number	Course Title	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	3		3	
CSI311	Creativity in Digital Communication	3		3	
CSI313	Brand Channels and Experiences	3		3	
XXXXXX	Free Elective I	3		3	
		18	0	18	0

Third Year Second Semester		Credits			
Course Number	Course Title	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	3		3	
IMI316 or IMI331	Color Grading and Visual Effect or Short-form and New Media Production	3		3	
CSI202	Digital Consumer for Marketing Communication	3		3	
XXXXXX	Free Elective II	3			
IEN107	Critical Reading and Writing			3	
IEN106	The Art of Writing			3	
		18	0	21	0

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Fourth Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
CAI112	Channel Planning	3		3	
IMI334	Documentary and News Production	3		3	
IMI335 or IMI400 or IMI402	Streaming Series Production or Entrepreneurship in Media and Entertainment Business or Regional and International Innovative Media Issues	3		3	
CSI201	Critical and Creative Thinking	3		3	
		12	0	12	0

Fourth Year Second Semester		Credits			
Course Number	Course Title	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	0	9	0