aIMs

PROSPECTUS

DEGREE PROGRAMS

CERTIFICATE PROGRAMS

Aspects
of
Art

AIMS
Mission

AIMS is providing quality and state of the art education to its students to make them outstanding professionals and better human beings capable of contributing effectively and amicably towards national development.

AIMS
Vision

To become a center of excellence for an affordable and unparalleled learning in a supportive and caring environment to produce professional graduates who can compete in the corporate world and play a vital role in the socio-economic development of the country.
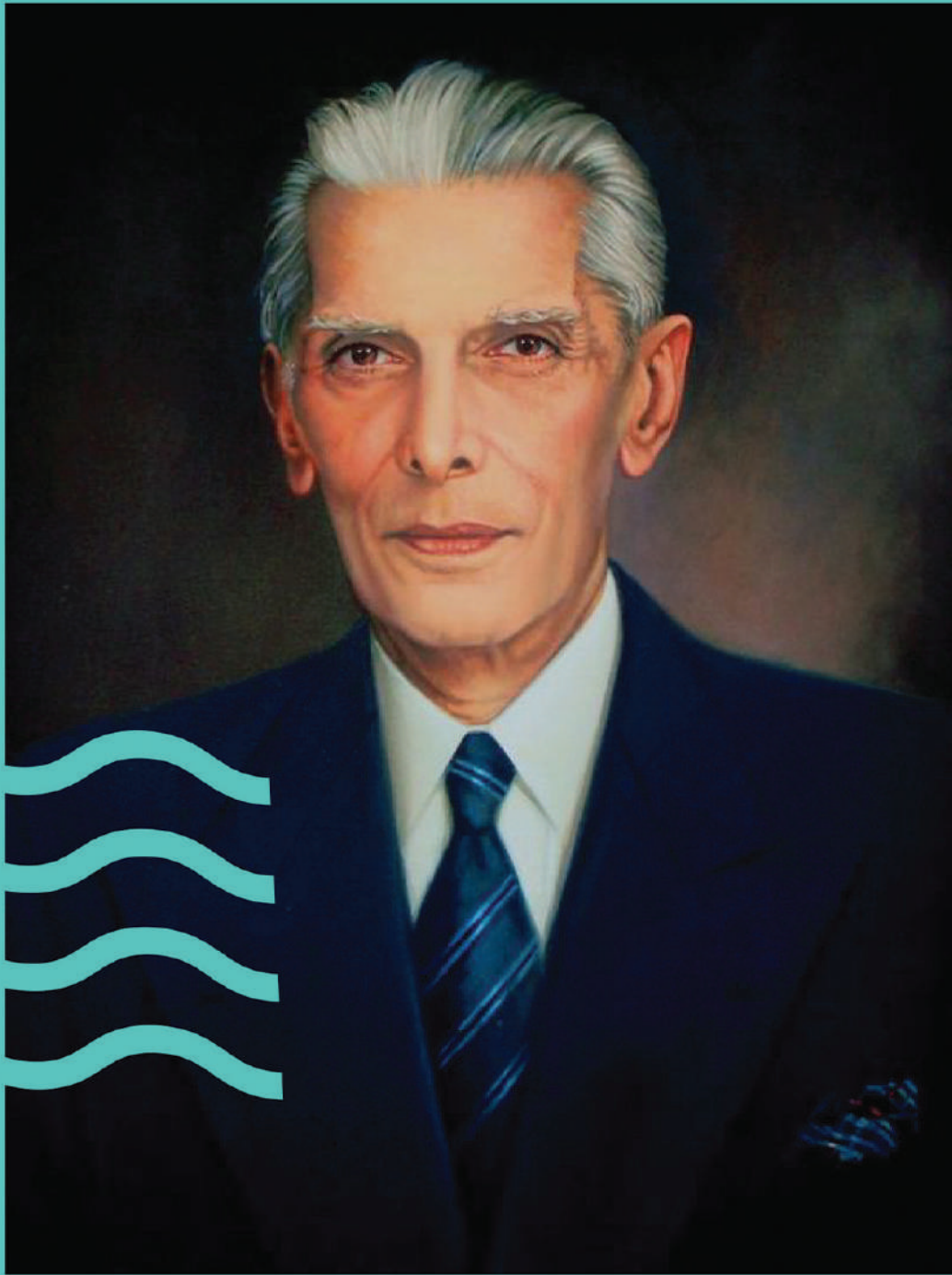
MESSAGE OF QUID-E-AZAM

My young friends...
I look forward to youth, the real makers of Pakistan.
Do not be exploited and do not be misled. Create
amongst yourselves complete unity and solidarity.
Set an example for what youth can do. Your main
occupation should be in fairness to yourself in
fairness to your parents, in fairness to the state, to
devote your attention to studies. If you fritter away
your energies now you will always regret. After you
leave the portals of your universities and colleges
then you can play your part freely and build yourself
and the state.

Quaid -e-Azam Mohammad Ali Jinnah

MESSAGE OF VICE CHANCELLOR, UNIVERSITY OF KARACHI

The University of Karahi facilitates several academic institutes and centers in pursuit of quality higher education for a variety of fields of professions. Aawaz Institute of Media and Management Sciences (AIMS) is one of the institutes proudly affiliated with the University of Karachi. AIMS affords reasonable theoretical knowledge and skills for graduation in media, art, information technology and business administration. Hence, the graduates of this institute serve as a good source towards meeting the increasing demand of quality human resource for the corporate. I hope AIMS will maintain its good academic standards in the interest of the society. I wish all the best to AIMS management, faculty team and students.

Prof. Dr. Khalid Mahmood Iraqi

MESSAGE FROM THE DESK OF BOG, AIMS

The guiding philosophy of the AIMS is imparting education, combined with creation, dissemination and application of knowledge to synergize impact in society. In this regard, presence of eminent professionals both from industry and academia, committed to provide quality professional education gives an edge to this institute. AIMS would be like to be known as a seat of learning that fosters and nurtures leaders capable of making a difference not only in media but also in other fields of the professional world. End of the day AIMS would like to achieve world recognition for its academic excellence.
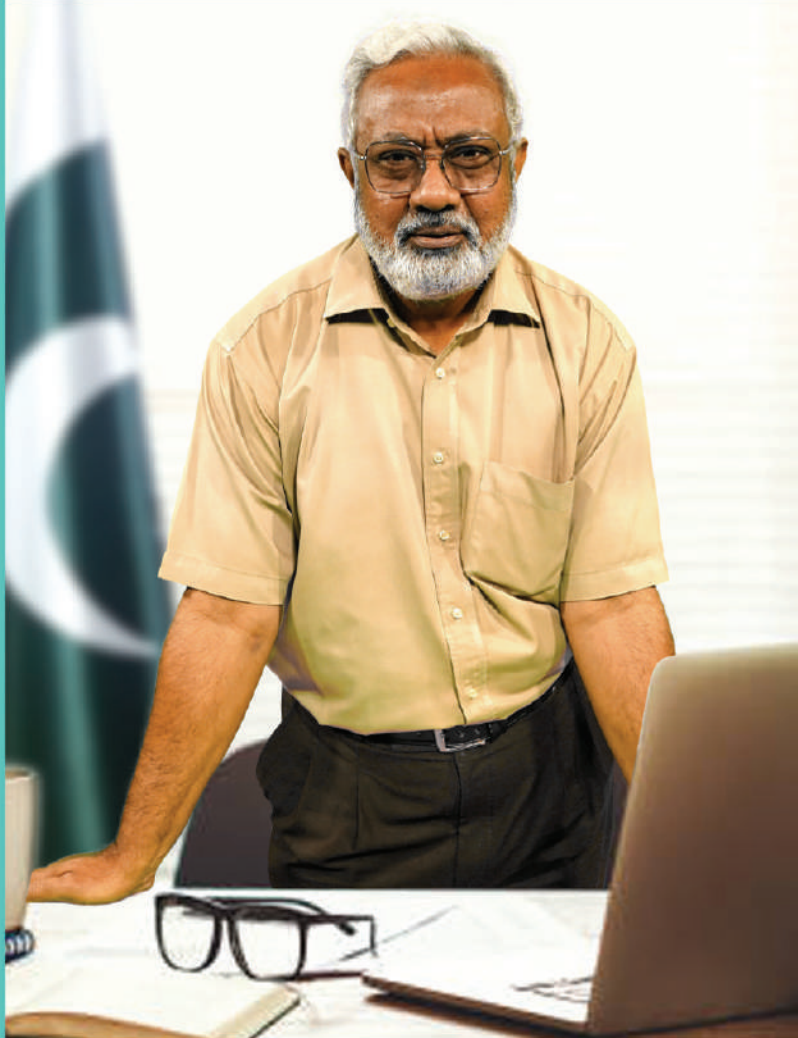
MESSAGE FROM THE DESK OF RECTOR, AIMS

AIMS offers state of the art education in the fields of media, art, business administration and information technology to the youth of Pakistan. The institute is affiliated with the University of Karachi. It is equipped with highly qualified faculty and excellent resources that ensure quality education to its students. We strive to prepare a knowledgeable and skillful workforce for the competitive market. I believe that exceptional theoretical and practical education provided at AIMS will enable the students to acquires a respectable place in the corporate world either as a skillful member of any national or international organization or they can start their own businesses as entrepreneurs. I would encourage students to join AIMS to prepare themselves for a prosperous future.

Prof. Dr. Saleem Shahzad

INTRODUCTION

Pakistan needs capable and well-trained manpower for a prosperous future. It requires rigorous extensive academic training to enable the students to become a useful person to serve the nation in various capacities. In order to cater this national requirement, "Aawaz Institute of Media and Management Sciences" (AIMS) was established in January 2011 to impart education and training in media sciences. Gradually, other disciplines like Business Administration, Computer Science, Software Engineering and Visual Studies (Graphic & Film) have been introduced. AIMS is affiliated with University of Karachi and offers affordable graduation opportunities to the eligible energetic youth of Pakistan. It fosters superior levels of educational participation and academic success among its students. We strive to provide an affordable and unparalleled learning experience in a supportive and caring environment to make our students outstanding professionals and better human beings, so that they can contribute effectively and amicably towards national development. A strong theory component underpins the practical nature of these professional courses. The young and dynamic faculty of AIMS leads the courses along with visiting faculty from professional fields and the university's own pool of excellent scholars.

DEPARTMENTS AND DEGREE PROGRAMS OFFERED AT AIMS

Department of Mass Communication
- BS Mass Communication

Department of Management Science
- Bachelor of Business Administration (BBA)

Department of Computer Science
- BS Software Engineering (BSSE)
- BS Computer Science (BSCS)

Department of Visual Communication
- BD-GD – B. Design - Graphic Design
- BD-D&MA - B. Design - Design & Media Arts - Film

BACHELOR OF
MASS COMMUNICATION

BS Mass Communication

Media education at AIMS is not only endorsed by the University of Karachi. but it is the only institution bearing the sole permission to impart such education in the private Sector. There are vast opportunities for Mass Communication graduates in media and communication industries. Newspapers, magazines, radio/TV Channels, Advertising and Public Relations Industries give preference to Mass Communication graduates for creative and management positions.

Apart from media industries there are opportunities in other fields like teaching, research and information areas, at private and public sector institutions and business concerns, and as Faculty Member in the academia.

Duration
Four years

Entry requirements
Minimum 45% required as per HEC and UoK criteria

Start Dates
January

- The program enables the students to explore and acquire a broad theoretical and practical understanding of media and its interdisciplinary prospects.

- The program familiarizes the students with the functioning of broadcast technologies across a wide range of interconnected disciplines form narrative fiction, news and current affairs program to drama and documentary production.

- The students learn panel skills, and how to produce various TV programs using the theoretical and practical skills of production and direction.

- Those student who have already complete 14 years of education, will join from 5th semesters of BS-Mass Communication.

YEAR 1

BS Mass Communication First Year Semester-1		
Course Code	Course Title	
MC-300.1	English-I (Compulsory)	
MC-300.1	Islamic Studies (Compulsory)	
MC-301	Sociology-I	
MC-311	Elementary Journalism & Mass Communication-I	
MC-301	International Relations -I	

BS Mass Communication First Year Semester-2		
Course Code	Course Title	
BSMC-300.2	Pakistan Studies (Compulsory)	
BSMC-300.2	Urdu (Compulsory)	
BSMC-302	Sociology	
BSMC-302	International Relations	
BSMC-312	Elementary Journalism & Mass Communication-II	

YEAR 2

BS Mass Communication Second Year Semester-1	
Course Code	Course Title
MC - 400.1	Functional Maths
MC - 400.1	Computer Application
MC - 401	Applied Sociology-I
MC - 401	International Relations - I
MC - 411	Mass Media & Society
MC - 421	Practical Journalism

BS Mass Communication Second Year Semester-2	
Course Code	Course Title
BSMC-400.2	Every Day Science
BSMC-400.2	English - II
BSMC-402	Sociology - II
BSMC-402	International Relations - II
BSMC-412	Media in the Modern World
BSMC-422	Practical Journalism - II
	Activity Class

BS Mass Communication Third Year Semester-1	
Course Code	Course Title
MC-511	Functional Urdu
MC-521	Introduction to Mass Communication
MC-541	News Writing & Reporting
MC-551	Online Journalism
MC-531	Introduction to Social Science
MC-501	Environmental Sciences

BS Mass Communication Third Year Semester-2	
Course Code	Course Title
BSMC-502	Communication Skills
BSMC-512	Mass Communication Theory
BSMC-522	Introduction to Advertising & PR
BSMC-532	Research Methods in Communication
BSMC-542	Introduction to Electronic Media
BSMC-552	Sub Editing

YEAR

BS Mass Communication Fourth Year Semester-1	
Course Code	**Course Title**
MC-601	Introduction to Statistics
MC-611	Pakistan Past and Present
MC-621	Development Support Communication
MC-631	Research Report
Optional Courses (only one set of courses has to be selected)	
Optional courses Set-1	
MC-641-AP	Advance Public Relation-I BS / MA
MC-641-E	Radio News Production BS / MA
Optional courses Set-2	
MC-651-AP	Advance Advertising-I BS / MA
MC-651-E	TV News Production BS / MA

BS Mass Communication Fourth Year Semester-2	
Course Code	**Course Title**
BSMC-602	Community Development
BSMC612	Media Ethics & Law
BSMC-622	Organizational Communication
BSMC632	Creative Journalism
Optional Courses (only one set of courses has to be selected)	
Optional courses Set-1	
BSMC-642-AP	Advance Public Relations-II
BSMC642-E	Radio Program Production
Optional courses Set-2	
BSMC652-E	TV Program Production
BSMC652-AP	Advance Advertising-II

BACHELOR OF
BUSINESS ADMINISTRATIONS

Do you have ambitions of running your own business? Want to work for one of the world's largest financial organisations? Or develop skills and make waves in the world of business and finance?

Understand today's business issues

Technology is evolving. Society is changing. Businesses need graduates that can keep up. We'll help you adapt, find creative solutions and think innovatively to stand out from the crowd

Bachelor of Business Administration (BBA)

aawaz.edu.pk/course/bachelor-of-business-administration-bba/

The degree of Bachelor of Business Administration (BBA) in commerce and administration is designed to give a broad knowledge of the functional areas of a company, and their interconnection, while also allowing for specialization in a particular area. BBA program thus exposes the students to a variety of "core subjects" and allows students to specialize in a specific academic area. The degree also develops the student's practical managerial skills, communication skills, and business decision-making capability. Many programs thus incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

O This programme will prepare you for professional careers in marketing management, advertising, public relations, brand management, finance and accounting related carees.

O We incorporate as much hands-on experience and professional training as possible and we work very closely with corprate to give you access to fantastic guest speakers, business partners and professional resources.

Duration
Four years

Entry requirements
Minimum 45% required as per HEC and UoK criteria

Start Dates
January

25

YEAR 1

BBA First Year Semester-1		
Course Code	Course Title	
BA(BS)-301	Business English-1(Grammar)	
BA(BS)-311	Commercial Geography	
BA(BS)-321	Study Skills	
BA(BS)-331	Islamic Studies/Ethical Behavior	
BA(BS)-341	Introduction to Business	
BA(BS)-351	Computer Application in Business	
BA(BS)-351	Advanced Excel skills (Practical)	

BBA First Year Semester-2		
Course Code	Course Title	
BA(BS)-302	Business English-II (Composition)	
BA(BS)-312	Money & Banking	
BA(BS)-322	History of Ideas	
BA(BS)-332	Pakistan Studies	
BA(BS)-342	Human Behavior	
BA(BS)-352	Mass Communication	

BBA Second Year Semester-1	
Course Code	Course Title
BA(BS)-401	Logic & Critical thinking
BA(BS)-411	Oral Communication & Presentation Skills
BA(BS)-421	Entrepreneurship
BA(BS)-431	International Relations
BA(BS)-441	Leadership & Social Responsibility
BA(BS)-451	Small & Medium Enterprise (SME)

BBA Second Year Semester-2	
Course Code	Course Title
BA(BS)-402	E-Business
BA(BS)-412	Business Ethics & Corporate Governance
BA(BS)-422	Public Policy
BA(BS)-432	Speech Communication
BA(BS)-442	Community Development
BA(BS)-452	Principles of Accounting

BBA Third Year Semester-1	
Course Code	Course Title
BA(BS)-501	Financial Accounting
BA(BS)-511	Basic Mathematics
BA(BS)-521	Micro Economics
BA(BS)-531	Principles of Management
BA(BS)-541	Principles of Marketing
BA(BS)-551	Business Communication

BBA Third Year Semester-2	
Course Code	Course Title
BA(BS)-502	Macro Economics
BA(BS)-512	Introduction to Business Finance
BA(BS)-522	Cost & Managerial Accounting
BA(BS)-532	Statistics
BA(BS)-542	Production & Operation Management
BA(BS)-552	Human Resource Management

YEAR

BBA Fourth Year Semester-1	
Course Code	Course Title
BA(BS)-601	Financial Management
BA(BS)-611	Managerial Accounting
BA(BS)-621	Marketing Management
BA(BS)-631	Project Development, Evaluation and Feasibility
BA(BS)-641	Business Research Methods
BA(BS)-651	Business Law and Regulations

BBA Fourth Year Semester-2	
Course Code	Course Title
BA(BS)-602	Supply Chain Management
BA(BS)-612	Corporate Performance & Planning
BA(BS)-622	International Business
BA(BS)-632	Strategic Management
Electives for specialization in Finance	
BA(BS)-672	Treasury & Fund Management
BA(BS)-662	Corporate Finance
Electives for specialization in HRM	
BA(BS)-682	Leading & Team Work
BA(BS)-692	Talent Management
Electives for specialization in Marketing	
BA(BS)-642	Global Marketing
BA(BS)-652	Brand Marketing

BACHELOR OF
COMPUTER SCIENCE

BS in Computer Science (BSCS)

The four-year BS program in Computer Science comprises 144 credit hour courses that prepare the students for information system management through knowledge, design ideation, and IT development.
Automation, Machine Learning, Artificial Intelligence, and digital platforms are some of the key areas of computer science.

Bachelors of Computer science can acquire jobs as System Database Administrator, Computer Programmer, Data Warehouse Analyst, Software Developer, Research Analyst, Data Scientist, Web Developer and Faculty Member in the academia

O The career in Computer Science is challenging, exciting and rewarding as it involves creating systems and innovative technologies that can impact people globally

Duration
Four years

Entry requirements
Minimum 50% required
as per HEC and UoK criteria

Start Dates
January

YEAR 1

BSCS First Year Semester-1	
Course Code	Course Title
BSCS-301	Introduction to Computer Science - I
BSCS-303	Mathematics - I (Calculus)
BSCS-305	Statistics and Data Analysis
BSCS-307	Physics - I (General Physics)
BSCS-309	English
BSCS-311	Islamic Learning or Ethics
BSCS-313	Pakistan Studies

BSCS First Year Semester-2	
Course Code	Course Title
BSCS-302	Introduction to Computer Science - II
BSCS-304	Mathematics-II (Differential Equations)
BSCS-306	Probability and Statistical Methods
BSCS-308	Physics-II (Electricity and Magnetism)
BSCS-310	English
BSCS-312	Urdu/Humanities

YEAR 2

BSCS Second Year Semester-1	
Course Code	Course Title
BSCS-401	Digital Computer Design Fundamentals
BSCS-403	Assembly Language Programming
BSCS-405	Mathematics - III (Linear Algebra & Analytical Geometry)
BSCS-409	Materials, Semiconductors and Devices
BSCS-411	Discrete Mathematics
BSCS-413	Object Oriented Programming

BSCS Second Year Semester-2	
Course Code	Course Title
BSCS-402	Data Structures
BSCS-404	System Design with Microprocessors
BSCS-406	Mathematics -IV (Numerical Computing)
BSCS-410	Electronics
BSCS-412	Software Engineering and Project Management
BSCS-414	Communication Skills and Report Writing

BSCS Third Year Semester-1	
Course Code	Course Title
BSCS-501	Theory of Computer Science
BSCS-503	Data Communication and Networking - I
BSCS-507	Operations Research - I
BSCS-509	Database Systems
BSCS-511	Computer Organization and Architecture
BSCS-515	Artificial Intelligence

BSCS Third Year Semester-2	
Course Code	Course Title
BSCS -502	Concepts of Operating Systems
BSCS -504	Compiler Construction - I
BSCS -506	Modeling and Simulation
BSCS -512	Data Communication and Networking - II
BSCS -514	Computer Graphics
BSCS-520	Advanced Software Engineering

YEAR

BSCS Third Year Semester-1	
Course Code	Course Title
BSCS-501	Theory of Computer Science
BSCS-503	Data Communication and Networking - I
BSCS-507	Operations Research - I
BSCS-509	Database Systems
BSCS-511	Computer Organization and Architecture
BSCS-515	Artificial Intelligence

BSCS Third Year Semester-2	
Course Code	Course Title
BSCS -502	Concepts of Operating Systems
BSCS -504	Compiler Construction - I
BSCS -506	Modeling and Simulation
BSCS -512	Data Communication and Networking - II
BSCS -514	Computer Graphics
BSCS-520	Advanced Software Engineering

BACHELOR OF
SOFTWARE ENGINEERING

BS in Software Engineering (BSSE)

The four-year BS degree in Software Engineering with 144 credit hour courses equips students with skill and knowledge to develop software to solve problems faced by a common man as well as by the professional corporate world.
It enables the students to code with programming languages such as Java, SQL, C++, C# and Python.
The substantial demand for competent candidates proficient in software development, web designing, information technology, networking, and database management has unlocked newer, high-paying avenues for highly skilled aspirants.

Duration
Four years

Entry requirements
Minimum 50% required
as per HEC and UoK criteria

Start Dates
January

O Software Engineering graduate can serve as Software Developer, Software Executive, Software Designer, Software Programmer, System Designer, Project Manager, Information Systems Manager, or as Faculty Member in the academia.

O A Software Engineering graduate can also initiate its own business as an entrepreneur.

BSSE First Year Semester-1	
Course Code	Course Title
CSSE-301	Calculus and Analytical Geometry - I
CSSE-303	Computer Logic Design & computer Organization
CSSE-305	Introduction To Contemprory Language (C/C++)
CSSE-307	Ismic studies(Compulsory)
CSSE-311	English (Compulsory)
CSSE-313	Introduction To Software Engineering

BSSE First Year Semester-2	
Course Code	Course Title
CSSE-302	Business Communication Skills
CSSE-304	Pakistan Studies
CSSE-306	Calculus and Analytical Geometry – II
CSSE-308	Linear Algebra
CSSE-310	Object Oriented Concepts
CSSE-314	Urdu / Humanities

YEAR 2

BSSE Second Year Semester-1	
Course Code	Course Title
CSSE-403	Relational Database Management System (RDBMS)
CSSE-405	Data Structure and Application
CSSE-411	Ordinary Differential Equations
CSSE-413	Automata Theory
CSSE-415	Software Development
CSSE-417	Probability & Statistics

BSSE Second Year Semester-2	
Course Code	Course Title
CSSE-402	Assembly Language
CSSE-404	Operating System
CSSE-406	Business Economics
CSSE-412	Discrete Mathematics
CSSE-414	Advance Software Engineering
CSSE-416	Psychology

BSSE Third Year Semester-1	
Course Code	Course Title
CSSE-501	Compiler Construction
CSSE-503	Computer Architecture
CSSE-505	Organizational Behavior
CSSE-507	Practical Networking & Data Communication
CSSE-509	Artificial Intelligence in Software Engineering
CSSE-511	Numerical Analysis

BSSE Third Year Semester-2	
Course Code	Course Title
CSSE-502	Internet Programming Techniques
CSSE-504	Topic of Current Interest-I
CSSE-506	Software Project Management
CSSE-508	Marketing Management
CSSE-512	Network Security
CSSE-514	Data Warehousing & Data Mining

YEAR

BSSE Fourth Year Semester-1	
Course Code	Course Title
CSSE-601	Distributed Computing
CSSE-603	Software Process Management
CSSE-605	Computerized Accounting
CSSE-607	Topic of Current Interest-II
CSSE-609	
CSSE-611	Project - I

BSSE Fourth Year Semester-2	
Course Code	Course Title
CSSE-602	Operations Research
CSSE-604	Software Testing
CSSE-606	Topic of Current Interest-III
CSSE-608	Project-II
CSSE-610	Management Risk and Decision Support System
CSSE-612	Psychology

Media Arts and Films

run wild? Join us to nurture your talent and discover how to make your mark. Here you'll learn from the best –renowned artists, award-winning designers and big name film-makers.

Art & Creative Design

Imagination, investigation and innovation are the driving forces behind this course. Join us to explore a wide variety of approaches and discover areas that interest you.

We offer a rich, vibrant and varied experience in the graphic design. Imagine having the freedom to experiment with different mediums and to work in your own way. During your studies, you'll learn alongside other students but you'll forge your own path.

B.DESIGN Media Arts & Films

aawaz.edu.pk/course/b-design-media-arts-films

The Film program offers hands-on training in film making, preparing students for the challenges of the film industry. Students get extensive experience writing, directing, producing, and editing their own original films while also crewing on fellow students' films in a variety of different roles, providing them with a solid foundation in how a film set works. Students learn a range of filmmaking genres and techniques, screenwriting, and all aspects of pre and post-production. They are encouraged to submit films in various film festivals, and internship opportunities that connect them with the film industry.

Duration
Four years

Entry requirements
Minimum 45% required
as per HEC and UoK criteria

Start Dates
January

- O **You will learn in a creative, collaborative environment which draws upon the research of leading filmmakers, screenwriters, film theorists and historians.**
- O You will work with professional filmmakers and video artists and will experience first-hand the full range of skills, techniques and procedures used in the film and creative industries.
- O You will have the use of our professional production studio and post-production suites. Our production and post-production workshops are all delivered by expert technical instructors.

YEAR 1

B. Design (Media, Ars & Film) First Year Semester-1	
Course Code	Course Title
VS-300.1	Language & Communication Skills - English
VS-311	Drawing
VS-321	Basic Design 2 D
VS-331	Visual Communication Skills
VS-341	Basic Design 3 D
VS-351	History of Ideas I

B. Design (Media, Ars & Film) First Year Semester-2	
Course Code	Course Title
VS-300.2	Islamic Studies
VS-312 MA	Drawing
VS-322 MA	Creative Writing
VS-332 MA	Digital skills
VS-342 MA	3 D Design
VS-352	History of Cultures

B. Design (Media, Ars & Film) Second Year Semester-1	
Course Code	Course Title
VS-400.1	Language & Communication Skills – Urdu
VS-411 MA	Camera I
VS-421 MA	Pre-Production Skills
VS-431 MA	Introduction to Illustration
VS-441 MA	Set Design & Construction
VS-451 MA	History of Film & Television
VS-451	History of Ideas II

B. Design (Media, Ars & Film) Second Year Semester-2	
Course Code	Course Title
VS-400.2 (L)	Language & Communication Skills
VS-400.2 (PS)	Pakistan Studies
VS-412 MA	Camera II
VS-422 MA	Writing for Film & Television
VS-432 MA	Introduction to Photography
VS-442 MA	Art Direction
VS-452 MA	Sound Recording
VS-452	History of Ideasv III

B. Design (Media, Ars & Film) Third Year Semester-1	
Course Code	Course Title
VS-551	History of Ideas IV
VS-511 MA	Editing Basics
VS-521 MA	Lighting
VS-531 MA	Writing for Film & Television II
VS-541 MA	Reading Media I
VS-561 IA	Islamic Art and Civilization

B. Design (Media, Ars & Film) Third Year Semester-2	
Course Code	Course Title
VS-552	History of Ideas V
VS-512 MA	Advanced Editing & Sound Design
VS-522 MA	Animation I
VS-532 MA	Directing I
VS-562	Sociology
+ 2 courses of 3 credit hours each from Minor	

YEAR

B. Design (Media, Ars & Film) Fourth Year Semester-1	
Course Code	Course Title
VS-611 MA	Directing II
VS-621 MA	Animation II
VS-631 MA	Reading Media II
VS-631	Dissertation
+ 2 courses of 3 credit hours each from Minor	

B. Design (Media, Ars & Film) Fourth Year Semester-2	
Course Code	Course Title
VS-612 MA	Final Project
VS-622 MA	Internship (summer)
VS-642 MA	Marketing

B.DESIGN Graphic Design

B.DESIGN Graphic Design

aawaz.edu.pk/course/design-media-arts-graphic-design

The vast scope of the Design & Media Arts program when applied to the professional market utilizes creativity and technology to communicate ideas or messages. The outcomes of this communication can be in the form of printed materials, architectural signage design and graphics, exhibition environments, packaging, and advertising, film, and electronic media. While primarily concerned with the visual communication of information, it also entails the persuasive nature of the message and problem-solving. Acknowledging the interdisciplinary nature of the profession and the cultural relevance of communication, a relevant Design & Media Arts curriculum must encourage the value of broad-based university education.

Duration
Four years

Entry requirements
Minimum 45% required
as per HEC and UoK criteria

Start Dates
January

○ Companies rate the quality of our graduates highly. Previous students are employed by a variety of businesses, from design and advertising agencies to typographic design studios, leading architectural practices and moving image production houses.

○ You'll be able to take advantage of our academic team's excellent connections as you improve your skills by undertaking practical work experience.

YEAR 1

B. Design (Graphics) First Year Semester-1	
Course Code	Course Title
VS-300.1	Language & Communication Skills - English
VS-311	Drawing
VS-321	Basic Design 2 D
VS-331	Visual Communication Skills
VS-341	Basic Design 3 D
VS-351	History of Ideas I

B. Design (Graphics) First Year Semester-2	
Course Code	Course Title
VS-300.2	Islamic Studies
VS-312 GD	Drawing
VS-322 GD	2D Design
VS-332 GD	3D Design
VS-342	GD Digital Skills
VS-352	History of Cultures

B. Design (Graphics) Second Year Semester-1	
Course Code	Course Title
VS-400.1	Language & Communication Skills – Urdu
VS-451	History of Ideas II
VS-411 GD	Graphic Design I
VS-421 GD	Computer Graphics I
VS-431 GD	Communication Skills
VS-441 GD	Typography I
VS-451 GD	History of Graphic Design

B. Design (Graphics) Second Year Semester-2	
Course Code	Course Title
VS-400.2 (L)	Language & Communication Skills
VS-400.2 (PS)	Pakistan Studies
VS-452	History of Ideas III
VS-412 GD	Graphic Design II
VS-422 GD	Computer Graphics II
VS-442 GD	Typography II
VS-452 GD	Printmaking

B. Design (Graphics) Third Year Semester-1	
Course Code	Course Title
VS-511 GD	Graphic Design III
VS-521 GD	Computer Graphics III
VS-531 GD	Minor (History of Illustration OR History of Photography)
VS-541 GD	Minor (Illustration Studio I OR Photography Studio I)
VS-561 IA	Islamic Art and civilization
VS-551	History of Ideas IV

B. Design (Graphics) Third Year Semester-2	
Course Code	Course Title
VS-512 GD	Graphic Design IV
VS-522 GD	Visual Cultures
VS-532 GD	Copywriting
VS-542 GD	Minor (Illustration Studio II OR Photography Studio II)
VS-562 GD	Minor (Digital Techniques in Illustration OR Digital Techniques in Photography)
VS-552	History of Ideas V
VS-562	Sociology

YEAR

B. Design (Graphics) Fourth Year Semester-1	
Course Code	Course Title
VS-611 GD	Design in Focus (Advertising + Interaction Design)
VS-621 GD	Multi-Media Design
VS-631 GD	Marketing & Professional Development I
VS-631	Dissertation
VS-651 GD	Minor (Illustration Final Project OR Photography Final Project)

B. Design (Graphics) Fourth Year Semester-2	
Course Code	Course Title
VS-612 GD	Final Project
VS-622 GD	Internship 0+3
VS-632 GD	Marketing & Professional Development II

CERTIFICATE

COURSES

Certificate in News Anchoring and Program Hosting

This certificate course is designed to develop the skills of the students; it will prepare our students to become a News Anchor, News Caster, Reporter and Program Host

Through this course students can overcome the camera fear and also controls the voice pitch which is needed in the hosting.

Certificate in TV Production and Broadcasting

This course is designed to meet the production requirement of the program which includes camera handling. lightening, pre-production, production and postproduction. It also gives the knowledge of broadcasting a program to students.

Certificate in Digital Media-Editing

This course is planned for the students who have the interest in editing side. This course gives the sound knowledge about the Audio and Video editing software which includes Adobe Photoshop CS6, Final Cut Pro, MAYA and many more.

Certificate Digital Marketing

This course is designed to meet the current need of the industry. Everything is moving towards socializing in the current era. The major fields like marketing. advertising and others are using social media for the promotion. This course. will help the students in Facebook & Twitter Marketing, Blogging. Search. Engine Optimization and many more.

Certificate Event Management

This course is helpful to the students who are making their career in event management. This course leads them to plan, organize and manage the events in the efficient way by utilizing the available resources..

Certificate in Photography

This course will be helpful to those students who are working as general photographer. It will take them to the pro-version of the photography, as they will be taught the key points of the camera, which will improve their skills and will lead to the professional life.

ADMISSION POLICY

Students with at least 45% of marks in H.S.C. Arts, Science and Commerce will be eligible to take admission to BS in Mass Communication, B Design (Media Arts & Film), B Design (Graphic) and BBA programs. At least 50% Marks or A-level with minimum 3 courses are required for admission to BSCS/BSSE programs (Pre-Engineering/General Science).

Admission Procedure

1. The date of opening of admissions, availability of forms, submission of forms and other details are announced on institute's website www.aawaz.edu.pk and through advertisement in the newspapers and electronic media.
2. An admission form is available within this booklet, and also for the online admission on the website.
3. Application forms and the Directions in this booklet are to be read carefully before filling in the form.
4. Students should attach the following documents along with their admission forms
 i. a powder photocopy of the filled-in form, [together with the original one).
 ii. two powder photocopies of the mark sheet of the pre-requisite examination, and,
 iii. mark sheets of HSC (part I and 2) or equivalent examination.
5. After test / interview and verification of the eligibility and mark sheets of the applicants, a merit list will be prepared on the basis of the following formula:

Marks obtained in the pre-requisite examination	Test / Interview	Final Merit
50%	50%	100%

6. The provisional list of successful candidates along with necessary instructions will be displayed on the campus of AIMS as well as on AIMS' website on the date given on the back of the admission form.
7. Disabled persons who wish to apply for seats reserved for them are required to submit a medical certificate giving details of their disability.

Completion of Admission Formalities and Documents' Submission

Candidate whose names appear in the admission list will have to complete all formalities for admission within the stipulated time, otherwise their admission will lapse, and no claim will be entertained.
The following documents are to be submitted for completion of admission.

1. The original mark sheet of the last examination i.e. HSC or equivalent (non-returnable).
2. Candidates who have passed A-level or their examinations equivalent to H.S.C. should submit a copy of equivalence certificate issued by IBBC
3. Character certificate from the head of institute last attended. For external candidates, character certificate from any gazette officer (non-returnable)
4. Photocopy of CNIC of the candidate or incase if candidate is below 18 years photocopy of father's/mother's CNIC.
5. The original certificate of SSC/HSC/A/O level, and an attested copy of the same. (the original document will be returned)
6. 10 recent photographs (2x1½)
7. Affidavit by oath commissioner on judicial paper. (Available at the institute).
8. Payment of prescribed fees

After completion of the above formalities, the candidate will have to fill the enrolment from that will be issued only on the production of original receipt of the admission form. Under the university rules his/her admission will not be deemed complete until he/she receives his/her enrolment card. Students who passed their last examination from board or colleges outside Karachi have to submit a migration certificate from the respective institute in order to complete the enrolment formalities.

FACILITIES AT AIMS

- Affiliated with the University of Karachi.
- Online student Information center.
- Curricular designed as per university of Karachi.
- Highly qualified and experienced faculty members.
- Sound proof Studio
- PCR/MCR
- Monitoring Department.
- Archiving Department.
- News Room
- News management System.
- Audio Video Editing Digital lab.
- Aims TV Channel Setup.
- A Seminar library
- Clay Workstation
- Drawing Studio
- Physics Lab
- Computer Lab
- Lecture Room
- Internships
- Indoor Games
- Pray Area
- Cafeteria

Library
AIMS has a modern library with advanced facilities for students. The library is providing its services efficiently as much as possible to students' satisfaction. The institute's library is an extensive one that contains books related to the subject. Apart from the main library, each floor has a section equipped with computers and houses a small collection of books and periodicals for ready reference.

IT/News Lab
Students of AIMS are facilitated with the internet services with an online lab. This online lab is equipped with all modern facilities like broadband internet services and highly configured PCs with networking system. Wi-Fi is also available in the campus.

AIMS Internship
AIMS is setting up a benchmark in providing internship as we have our own print and electronic media facilities.

Print Media
Our Daily "Basharat newspaper" is the platform where students can do their internships in print media as well as they can acquire complete knowledge about print media.

Electronic Media
"AIMS TV" is yet another proud offshoot of the AIMS group where we have qualified and experienced cameramen, editors, and news anchors. Students are sent to AIMS TV for their internship in electronic media where the AIMS TV staff grooms them as per the current requirements for the TV channels. We also send our fortunate students to other channels for internships such as Dawn news, Express news, Geo news, ARY news and in different newspapers.

Conducive Educational Environment
Proper educational environment is essential for studies and students. AIMS is free of students' politics. It creates a congenial atmosphere for students to seek and achieve knowledge in different program.

Cafeteria

AIMS has a roomy and hygienic cafeteria where students can sit in their break times and enjoy their tempting meals.

Students' Affairs Office

To look after students' affairs in general and to supervise their extracurricular activities, an office of Advisor Students' Affairs functions where teachers and staff are available for students' guidance. The office of the students' affairs also conducts preparatory classes for CSS examination and proficiency in English language as remedial courses.

Students' Counseling and Placement Wing

In order to help passing out students in securing jobs and solve their practical problems, an office of students ' Counseling and Placement Wing (CPW) is also functioning. The CPW also assists students in acquiring internships while they study.

Discipline Committee

There is a discipline committee to ensure a proper academic environment. The committee takes notice of the cases of infringement of law and order, and undesirable activities at the campus, and takes action against the offenders. The Rector is the chairman of the committee while the advisor students' affair is its member secretary. The committee meets regularly to review and make the environment better for healthy students' activities.

Scholarships for deserving students

20% Scholarship for A1 Grade Students and 10% Scholarship for A Grade Students is available at the time of admission. For the second year, scholarship will be offered to students securing at least 3.6 CGPA and 3.8 CGPA respectively in the examinations of the first semester of the first year, whereas, scholarship for the second semester of the second year will be awarded on the basis of the result of the second semester of the first year. Same criteria will be applicable for scholarship in the third and fourth years..

AIMSTERS' Activities

AIMSTER is a student society which organizes various programs like picnic, workshops, debate competition and media & business festivals to promote student skills. The schedule of such programs is announced by the office of the student's advisor.

CONVOCATION CEREMONY

AIMS Semester Rules

The students are bound to abide following semester rues of AIMS in addition to the Semester rules of the University Karachi.

1. Teaching of all 3+0 courses will include 2 classes of 75 minutes each with a 30 minutes gap.
2. Teaching of all 2+1 courses will include 2 theory classes of 75 minutes duration with a 30 minutes gap for two weeks followed by a lab during the same timings in the third week.
3. The semester will be of 16 weeks duration. Classes will be conducted for the 15 weeks where as the sixteenth week will be for the internal terminal exams that will be conducted by the concerned teacher.
4. Attendance shall be taken within first 15 minutes of each time slot of 75 minutes allocated for the course. Students entering the class after the attendance can attend the class but they will be marked as absent from that slot.
5. At least 75% attendance is mandatory for appearing in the quizzes and exam.
6. Students having attendance between 60-74% can apply to condone their absence by providing a valid documented reason with their application. If their request is accepted, they should pay a fine of Rs. 2000/= per course before appearing in the internal terminal examination.
7. Of the 100 marks allocated for each subject, students are evaluated for 40 marks at AIMS (internal terminal examination) whereas examination for 60% are conducted by the University of Karachi.
8. In case of courses involving practical work, 20% marks have been allocated for practical examination whereas 80% marks have been allocated for theory examination both at AIMS and the University of Karachi.
9. At AIMS, the students are assessed for 100 marks instead of 40 marks.
10. Ten marks have been allocated for class attendance that will be awarded using the following scale:

Attendance percentage	Marks to be awarded
86-100%	10
81-85%	8
71-80%	6
66-70%	4
60-65%	2
<60%	Zero (ineligible to appear in exams)

11. During the semester, there will be three monthly quizzes of 10 marks each (3x10= 30 marks) that will be conducted during the class timings in the last week of each month. Students missing any quiz will be awarded zero marks and there will be no retake.
12. Each course shall include assignments / Project / activity and presentation of 20 marks. Students are advised to complete the task within the time specified by the teacher otherwise they will be awarded zero marks.
13. The Final internal evaluation will be of 40 marks that will be conducted as per KU pattern. Any student missing the terminal exam will be awarded zero and there will be no retake.
14. Marks for monthly quizzes (30), assignments, project, activity & presentation (20), attendance (10) and the terminal internal evaluation (40) will be added to get a final score out of 100 and then marks obtained out of 40 will be calculated for submission to the respective departments of KU.
15. Students are advised to follow the rules and regulation of AIMS in order to maintain a conducive environment for education. Any misbehavior with the teachers or fellow students will lead to strict disciplinary action that may result in termination of the admission.