

Program of Study
School of Communication Arts
Bachelor of Communication Arts Program in Innovative Media Production (International Program)
Academic Year 2027

First Year First 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	3		
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE012	Citizenship in Society and International Community	3	3		
CAI101	Communication: Theories and Practices	3	3		
CAI104	Digital Photography	3	3		
CAI110	Digital Content Creation	3	3		
CAI111	Creative Design Workshop	3	3		
		21	21	0	0

First Year 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		
CAI105	Art of Storytelling	3	3	3	3
IMI011	Media Landscape and Business Innovation	3	3	3	3
IMI012	Digital Media Foundation	3	3	3	3
IMI013	Digital Influencer	3	3	3	3
CAI101	Communication: Theories and Practices			3	3
CAI104	Digital Photography			3	3
CAI111	Creative Design Workshop			3	3
		21	21	21	21

First Year Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning			3	3
IGE012	Citizenship in Society and International Community			3	3
IGE013	Technology and Innovation for the Future			3	3
		0	0	9	9

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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	3		
CAI102	Media Law and Ethics	3	3	3	3
CAI103	Art of Speaking	3	3	3	3
IMI021	Acting and Character Development	3	3	3	3
IMI022	Production Design	3	3	3	3
IMI024	Scriptwriting and Multiplatform Narratives	3	3	3	3
IMI026	Digital Cinematography	3	3	3	3
CAI110	Digital Content Creation			3	3
		21	21	21	21

Second Year 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	3	3
CAI106	Marketing Communications in Digital Age	3	3	3	3
IMI023	Audio Production	3	3	3	3
IMI025	Live Streaming Production	3	3	3	3
IMI027	Directing	3	3	3	3
IMI028	Editing	3	3	3	3
IEN107	Critical Reading and Writing			3	3
		18	18	21	21

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Third 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	3	3
CAI114	Data Analysis and Social Listening	3	3	3	3
IMI031	Innovative Media Production I	3	3	3	3
IMI301 or IMI302	Virtual Production or AI Production	3	3	3	3
IMI305 or IMI306	Motion Graphic Design or Color Grading and Visual Effect	3	3	3	3
IEN106	The Art of Writing			3	3
		15	15	18	18

Third Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI032	Innovative Media Production II	3	3	3	3
IMI033	Short-form and New Media Production	3	3	3	3
IMI303 or IMI304	Podcast Production or Live Presentation and Announcing Skills	3	3	3	3
XXXXXX	Free Elective I	3	3	3	3
IGE014	Aesthetics and Well-being for Life			3	3
IGE015	Entrepreneurial Spirit and Financial Literacy			3	3
		12	12	18	18

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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
IMI041	Preparation for Degree Project	3		3	
IMI042	Pre-Cooperative Education		3		3
IMI044 or IMI045	Field Production or Affiliate Content Creation	3	3	3	3
IMI046 or IMI047	Media Entrepreneur and Monetization Strategy or International Innovative Media Issues	3	3	3	3
XXXXXX	Free Elective II	3	3	3	3
		12	12	12	12

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IMI043	Degree Project	6		6	
IMI044	Cooperative Education in Innovative Media Production		6		6
		6	6	6	6