

BACHELOR IN MEDIA STUDIES [BMS]





Overview of the Program

Started from 2006, Bachelor in Media Studies (BMS) is an intensive four-year program under the Department of Languages and Mass Communication. It consists of all-encompassing courses with a scope for the concentration in a specialized field such as journalism, communication, media content production (radio, television and film), new media, media research, marketing and entrepreneurship development.

BMS program is primarily aimed at producing human resources for media organizations, media support services, and allied industries such as advertising and public relations, educational institutions, development agencies, IT and other service sectors.

The program has a strong theoretical orientation, analytical

foundation and skills building that prepares the students for higher academic pursuit. BMS graduates are also empowered with entrepreneurship and management skills required in the field of media and allied industries.

The tracer study of the BMS graduates conducted by the university shows that the Department so far has a 100% placement record. The graduates have earned reputation because of their performances and achievements in mainstream news media as well as other diverse fields including film production, show-biz, international agencies and I/NGOs and development agencies. A number of them have become successful young entrepreneurs while many graduates have won scholarships for higher studies in prestigious universities abroad.

Objectives

- To produce new breed of media professionals in the areas including journalism, multi-media production, public relations, filmmaking, communication and media management;
- To build students' skills and expertise in the field of social science research; particularly focusing on the cross-cutting areas of media and society;
- To provide platform for individuals to realize their potential in creative productions and eventually stand out as an entrepreneur in the field of their interest;
- To prepare individuals for their further degrees in the field of media and communications with critical understanding of the media dimensions;
- To provide hands-on training as well as sound theoretical knowledge.

Key features

The BMS students study a wide range of subjects from core media disciplines to information and communication technologies (ICTs), social sciences, languages, and other interdisciplinary areas. The students work in classrooms, audio/visual and multimedia lab, computer lab, photography

lab, seminar halls, and any other assigned fields. Students are also provided with opportunities of internship in mainstream media houses and other institutions pertinent to their field of specialization. In fact, they work in all the areas where a future media professional is expected to reach.

Career Prospects

Some major professions our graduates join are as follows:

- Filmmakers
- Storytellers
- Media Critics
- Multimedia Journalists
- Content Creators
- Media Entrepreneurs
- Development Workers
- Communication Officers
- Public Relations Officers
- Radio and Television Journalists
- Social Media Strategist and Managers
- Media and Communication Researchers

Program Highlights

- Well-equipped Digital Media Lab and Media Studio for BMS students.
- Abundant opportunities in the job market; internship placement and job offer;
- Multiple study tours and field visits to supplement learning experience beyond classroom;
- Possibility of specialization in the areas of journalism, film making, public relations, communications and multi-media productions;
- High acceptance in post-graduate enrollment in the top universities abroad;
- Semester-long study opportunity in Europe as a part of Erasmus+ exchange program for students selected on a competitive basis.

Course Structure

Course Details

FIRST YEAR | SEMESTER I

NEPL 151 Nepali I - 3
ENGL 151 English I - 3
MEDS 101 Introduction to Media Studies - 3
MEDS 104 Basic Journalism I - 3
MEDS 112 Computer Applications - 3
MEDS 151 Foundation of Social Sciences I - 3

FIRST YEAR | SEMESTER II

NEPL 152 Nepali II - 3
ENGL 152 English II - 3
NEPS 151 Nepal Studies - 3
MEDS 105 Basic Journalism II - 3
MEDS 121 Introduction to ICT - 3
MEDS 152 Foundation of Social Sciences II - 3

SECOND YEAR | SEMESTER I

MEDS 201 Professional Communication - 3
MEDS 202 Media, Culture and Society - 3
MEDS 209 Research Methodology - 3
MEDS 221 Social Media Networking - 3
MEDS 251 Communication Theories - 3

SECOND YEAR | SEMESTER II

MEDS 206 Public Relations - 3
MEDS 208 Advertising Principles and Practices - 3
MEDS 212 Photojournalism - 3
MEDS 222 New Media and Contemporary Society - 3
MEDS 252 Philosophical Approaches to Communication - 3

THIRD YEAR | SEMESTER I

MEDS 307 Broadcasting - 3
MEDS 311 Development Communication - 3
MEDS 312 Comparative Study of Nepali and Global Media - 3
MEDS 313 Behavior Change Communication - 3
MEDS 331 Creative Writing for Media - 3

THIRD YEAR | SEMESTER II

MEDS 314 Radio Production - 3
MEDS 315 Film Studies - 3
MEDS 316 Research Application in Media - 3
MEDS 321 Contemporary Development Discourse and Media - 3
MEDS 322 ICT for Development - 3

FOURTH YEAR | SEMESTER I

MEDS 410 Media Ethics - 3
MEDS 411 Film Production - 3
MEDS 412 Television Production - 3
MEDS 415 Press Law and Media Environment - 3
MEDS 421 Media and Convergence - 3

FOURTH YEAR | SEMESTER II

MEDS 413 Advance Journalism - 3
MEDS 414 Media Entrepreneurship and Management - 3
MEDS 441 Internship - 3
MEDS 450 Project Work - 6



Teaching Methodology

The students are considered as prospective leaders to transform traditional society into information rich modern society. They are facilitated to cultivate individual talents and foster commitment towards professional as well as academic achievements in media industry, media support services, development agencies and other sectors. The classroom environment comprises of several activities such as practical works, where students are required to go to the field and produce media content from the real time context. Courses

demanding theoretical rigor incorporates group discussions, student presentations, audio-visual material and references in addition to the instructor's lectures.

The program also requires students to be proficient in using computer applications so as to carry out their media projects; use of contemporary ICT for the learning process is central to all academic activities, while they are meant to have a sound knowledge base on research works and critical thinking by the time they graduate.





COMMON INFORMATION FOR UNDERGRADUATE PROGRAMS

Eligibility Criteria for Admissions

For BCD, BMS, BECO programs: students with 10+2 or intermediate degree or any other equivalent degree in any discipline from a recognized educational institution with minimum aggregate of 45 percent or CGPA 2.0 out of 4 are eligible to apply for any of these programs. Qualified candidates can apply for the entrance examination; Kathmandu University School of Arts Admissions Test (KUSAAT). All eligible candidates are required to perform satisfactorily in KUSAAT and also perform well in personal interview for the successful completion of the admission process.

BFA: students who wish to pursue a Bachelor of Fine Art (BFA) degree at Kathmandu University must have earned Higher Secondary (+2), A level, or equivalent qualification in any discipline with a minimum 40% aggregate.

B.Mus: the prerequisites for joining the B.Mus. program (for Nepali citizens) are: successful completion of intermediate or

plus two certificates certifying minimum second division marks, and working knowledge of English to read, write and communicate, musical aptitude. Apart from the minimum requirements, students are admitted to the B.Mus. programs on the basis of interest, aptitude and capacity for music study as indicated by their academic records, performance in the interview, and musical experience.

Registration: to register at Kathmandu University as an undergraduate student, applicants must provide their academic certificates and other required documents.

Provisional Admission: Applicants who have taken their Higher Secondary examinations but are waiting for their results may also apply. They must have taken their examinations before the application date. If selected for the program, they will receive provisional admission.

International Admission

The School welcomes applications from qualified students from all over the world. General admission process, requirements, and obligations are identical with students applying from within Nepal. Language proficiency in English is highly recommended. Admission decisions are based on a number of factors: Grade Point Average (GPA), Personal Statements, Letters of Recommendation, as well as other achievement records. Some requirements are program specific; Bachelor of Fine Arts and Bachelor in Music requires you to submit your portfolio along with the application materials.

Scholarship

Meritorious scholarships are awarded to deserving students as per the School's rule.

Evaluation Criteria

The performance of students in a course is evaluated in two stages, internally by the faculty member and externally by the Office of the Controller of Examinations through end-semester exams. Fifty percent weightage is assigned to the external end semester examinations and remaining fifty percent is assigned to the internal assessments. In order to successfully complete a course, students are required to obtain a minimum of 40 percent marks in both of the components independently. Students must achieve a minimum of 80 percent attendance for each and every course they have registered. Students who do not achieve the above-mentioned criteria will be considered 'Not Qualified' and will not be allowed to appear in the external end-semester examinations.

Exchange

The School offers exchange program to students from other University around the world recognized by Kathmandu University. Exchange students from other Universities can come here on exchange semester or can take classes here and earn credits required, and expand their experience in a new culture.



Credit Transfer

Many students who discontinue studying at Kathmandu University and want to go abroad for various reasons may also use their earned credits through Credit Transfer system which, however, depends upon the receiving university's compatibility. Kathmandu University is well recognized by most universities in the world for its academic quality and standards.

Evaluation Methods

The performance of students in a course is evaluated in two components;

- In-semester: 50% of the weightage is evaluated internally by the faculty member
- End-semester: 50% of the weightage is evaluated externally by the Office of the Controller of Examination through end-semester exams.

Course Completion

In order to successfully complete a course:

- Students are required to obtain a minimum of 40% marks in both of the components independently
- Students will have to achieve a minimum of 80% attendance for every course. Students who do not achieve this will be considered "Not qualified" and will not be allowed to appear in the external end-semester examinations.
- Any student who fails to secure 50% of the total credits offered in a semester will have to drop out from the semester.
- Practical courses may have program specific provisions for evaluation.



Grading System

Students will be evaluated on four point scale using letter grades as follows:

Marks	Grade	Grade Points
85 and Above	A	4.00
80 – 84.9	A-	3.70
75 – 79.9	B+	3.33
70 – 74.9	B	3.00
65 – 69.9	B-	2.67
60 – 64.9	C+	2.33
55 – 59.9	C	2.00
50 – 54.9	C-	1.67
45 – 49.9	D	1.00
< 45	F	Fail

Health Insurance Scheme

Once admitted in a program a student will automatically have health insurance as per KU rule.

Academic Calendar & Intake

Program duration : Four years, eight semesters
Credit Requirement : 126 credits (May vary program-wise)
Intake : Generally in August