

ASSUMPTION UNIVERSITY

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Imagineer Media Entrepreneurship)

Effective 1/2025 onwards

NAME

ADM. CODE

| NO. | COURSE | COURSE TITLE | CREDIT | Remark |
|---|------------|---|--------|--------|
| GENERAL EDUCATION COURSES (30 CREDITS) | | | | |
| 1 | AAD2007 | Art History and Aesthetics | 3 | |
| 2 | CA1100 | Introduction to Human Communication | 3 | |
| 3 | CA1110 | Art and Beauty of Living | 3 | |
| 4 | CA2110 | Media Literacy and Ethical Concerns | 3 | |
| 5 | DM3280 | Digital Art in Data Visualization | 3 | |
| 6 | IME1104 | Soft Power Culture | 3 | |
| 7 | IME1129 | Introduction to AI for Media Industry | 1 | |
| 8 | IME1132 | Overview of Emerging Communication Technology | 2 | |
| 9 | SRX1001 | English for Effective Communication | 3 | |
| 10 | SRX1002 | English for Academic Purposes | 3 | |
| 11 | SRX1003 | Integrated English Skills | 3 | |
| CORE COURSES (29 CREDITS) | | | | |
| 1 | IME1131 | Entrepreneurial Inspiration for Media Industry | 1 | |
| 2 | IME1133 | Social Marketing for Sustainable Behavior | 2 | |
| 3 | IME1135 | Global Creative Business Innovation | 2 | |
| 4 | IME1205 | Design Thinking for Creative Innovation | 3 | |
| 5 | IME1206 | Design Fundamental | 2 | |
| 6 | IME1207 | Digital Typeface and Typography | 2 | |
| 7 | IME1230 | Practical Digital Photography | 2 | |
| 8 | IME1234 | Introduction to Media Production | 2 | |
| 9 | IME2113 | Digital Workflow | 3 | |
| 10 | IME2209 | Digital Layout | 2 | |
| 11 | IME2211 | Creative Storytelling | 3 | |
| 12 | IME2240 | Imagineer Creative Experiences | 2 | |
| 13 | IME3125 | Optimization Methods for Entrepreneurship | 3 | |
| MAJOR REQUIRED COURSES (55 CREDITS) ** Required Grade C** | | | | |
| 1 | ENX2222 | Entrepreneurial Accounting | 2 | |
| 2 | IME1201 | Computer Graphics Design | 2 | |
| 3 | IME2112 | Imagineering Research | 3 | |
| 4 | IME2114 | Pitching Content | 2 | |
| 5 | IME2115 | Customer Journey Experiences | 3 | |
| 6 | IME2136 | Consumer Insight for Media Industry | 2 | |
| 7 | IME2138 | Marketing Communication Campaign and Media Planning | 2 | |
| 8 | IME2218 | UI/UX Experiences and Narrative Space | 3 | |
| 9 | IME2237 | Sound Design and Production | 3 | |
| 10 | IME3243 | Innovative Technology in Hybrid Events Creation and | 3 | |
| 11 | IME3126 | Brand Identity and Visual Communication | 3 | |
| 12 | IME3124 | Imagineering Project | 3 | |
| 13 | IME3222 | Digital Editing and Effects | 3 | |
| 14 | IME3239 | AI Application and Virtual Production | 3 | |
| 15 | IME3241 | Media Management and Production in Digital Era | 3 | |
| 16 | IME3242 | Personal Branding with Professional Conduct | 3 | |
| 17 | IME4126 | Apprenticeship (400 hours) | 6 | |
| 18 | IME4227 | Special Topic in Media Studies 1 | 3 | |
| 19 | IME4228 | Special Topic in Media Studies 2 | 3 | |
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| | SRX14031-8 | Business Ethics Seminar I-VIII | | |
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| FREE ELECTIVE COURSES (6 CREDITS) | | | | |
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