

ASSUMPTION UNIVERSITY
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

Bachelor of Communication Arts (Imagineer Media Entrepreneurship)

Adm. no. 651-xxxx onwards

NAME ADM. CODE MAJOR : Imageineer Media Entrepreneurship (120 Credits)

NO.	COURSE	COURSE TITLE	CREDIT	GRADE	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	IBE3413	Data Preparation and Visualization	3		
6	IME1102	Philosophy of AI	2		
7	IME1103	Overview of Data Science	1		
8	IME1104	Soft Power Culture	3		
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	DEX1112	Photography and Cinematography	2		
2	ENX1111	Digital Mindset and Sustainability	2		
3	ENX1112	Entrepreneurial Inspiration	1		
4	ENX1113	Business Innovation and Design Thinking	2		
5	ENX1211	Leadership for a Digital Age	2		
6	IME1205	Design Thinking for Creative Innovation	3		
7	IME1206	Design Fundamental	2		
8	IME1207	Digital Typeface and Typography	2		
9	IME2110	Programming for Creative Experiences	2		
10	IME2113	Digital Workflow	3		
11	IME2209	Digital Layout	2		
12	IME2211	Creative Storytelling	3		
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	IME2108	Consumer Insight and Experiential Marketing	2		
4	IME2112	Imagineering Research	3		
5	IME2114	Pitching Content	2		
6	IME2115	Customer Journey Experiences	3		
7	IME2116	Marketing Communication Technology and Analytics	2		
8	IME2217	Gamification Concept Design in AR and VR	3		
9	IME2218	UI/UX Experiences and Narrative Space	3		
10	IME3119	Managing Innovative Technology	3		
11	IME3121	Omni Channel Planning	3		
12	IME3124	Imagineering Project	3		
13	IME3220	AI Application for Creative Ideation	3		
14	IME3222	Digital Editing and Effects	3		
15	IME3223	Virtual Production	3		
16	IME4126	Apprenticeship (400 hours)	6		
17	IME4227	Special Topic in Media Studies 1	3		
18	IME4228	Special Topic in Media Studies 2	3		
19	PR3282	Personal Branding and Image Management	3		
	SRX14031-8	Business Ethics Seminar I-VIII (8 Satisfactory)	-		
FREE ELECTIVE COURSES (6 CREDITS)					
1			3		
2			3		