

**Autumn
2021**

PROSPECTUS

International & Overseas

BS Programmes

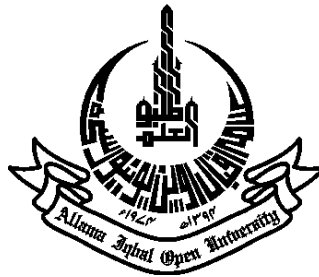
1. **BS** Library & Information Sciences
2. **BS** Mass Communication
3. **Bachelor's** in Business Administration (BBA)

Allama Iqbal Open University, Islamabad

PROSPECTUS
FOR
INTERNATIONAL & OVERSEAS STUDENTS
BS-4 Years Programmes

BS-LIBRARY AND INFORMATION SCIENCES
BS-MASS COMMUNICATION
BACHELOR'S IN BUSINESS ADMINISTRATION (BBA)

For
SEMESTER: AUTUMN, 2021



Directorate of International Collaboration & Exchange

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Vice-Chancellor's Message

Dear Student,

السلام عليكم

Allama Iqbal Open University (AIOU) is one of the mega universities of the world and it occupies a unique position in the education sector of Pakistan. Because of its affordability and high-quality distance and online academic programs. AIOU has now turned into the most favorite university of the country with high international of repute. The university made a landmark progress by ensuring access to quality education rural areas under-privileged students for the people of all ages particularly the females can now select and join the programs of their choice while sitting at their residence and along with continuing their jobs. After assessing the success of many degree programs in Pakistan, AIOU is now going to offer a ranges program for the students in UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, USA and many other countries currently. More than 1.3 million students are getting benefits from the high-quality educational services of AIOU in all regions of the country through more than fifty regional offices of the university. It offers-suggests many undergraduate and Post Graduate programs at rural and remote areas providing an unparalleled opportunity to all the poor and deprived sections of the society at an affordable cost. The university has recently digitalized all its student-support services for facilitating its students on priority basis. This digitization of the system, it is hoped, will enable AIOU students to get all kinds of educational using their Learning Management system (LMS) portal support online.



Committed for your bright future

Prof. Dr. ZiaUl-Qayyum
Vice Chancellor, AIOU

IMPORTANT ACTIVITIES TO BE REMEMBERED

Activity	Spring Semester	Autumn Semester
Admissions	March – April	September – October
Study Period	June – October	December – April
Examinations	October – November	April – May
Result	January	July

Note: Contact Directorate of International Collaboration & Exchange for exact schedule of activities. Simultaneously all information is placed on website (www.aiou.edu.pk).

It is informed that the students of all Postgraduate programs are required to upload their assignments (in typed form) on AAGHI LMS PORTAL. Hand written assignments shall not be accepted in any case.

COMPLETE PROCEDURE TO ENROLL IN AIOU PROGRAMME AND SUBMISSION OF FORM IN AIOU ISLAMABAD

International & Overseas Students Shall Submit Their Admission Using Online System.

ADMISSION PROCEDURE

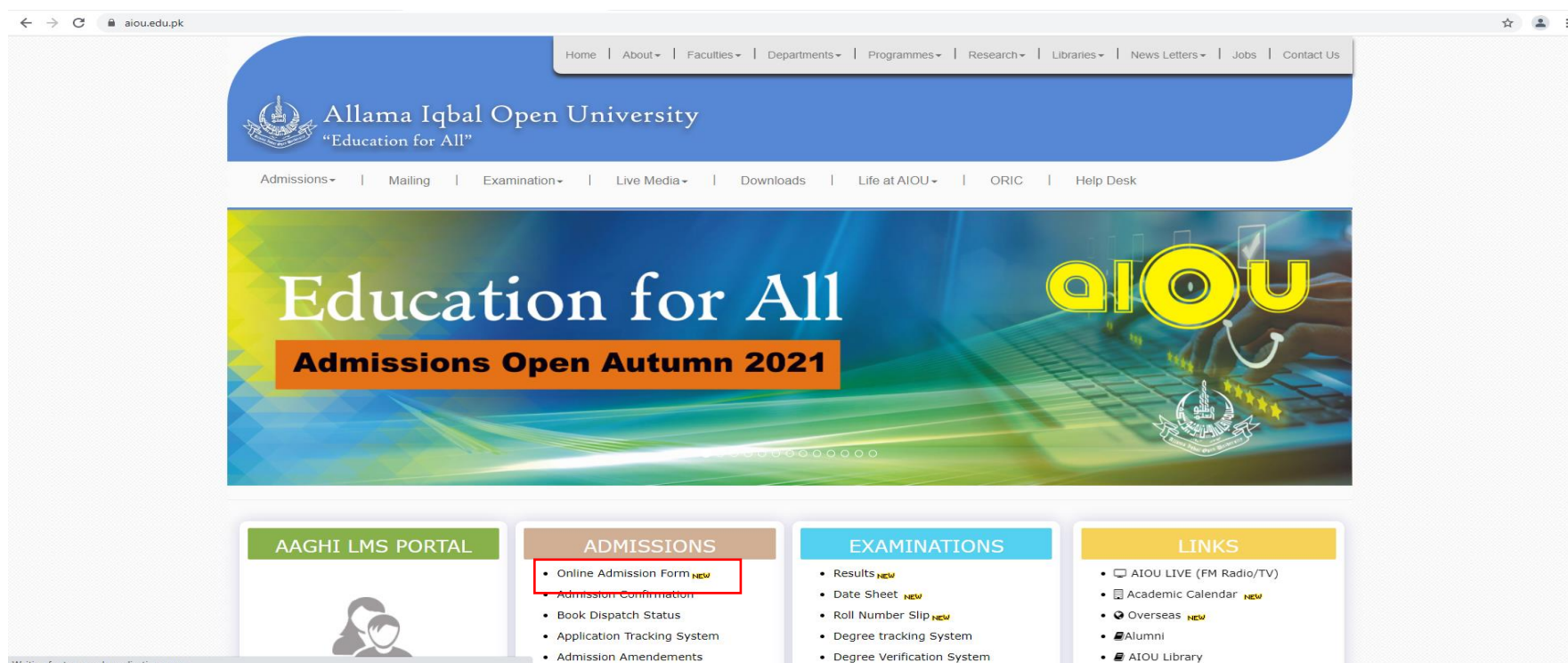
Fresh International/Overseas Students

1. Online Admission form is available at <https://aiou.edu.pk>
2. Click on Online Admission Form
3. Create your profile by using your email ID
4. Complete Admission Form
5. Select your required program
6. Upload required documents
7. Submit your application
8. Click on fee payment link
9. Download fee payment challan and note down your challan number
10. Go to olpay.aiou.edu.pk
11. Enter challan number and click on "search" button
12. Check & tally your challan details with the generated challan then click on "submit fee" button
13. Enter credit/debit card number, card holder name, expiry and CVV code (mentioned on back side of card).
14. Click on "pay now" button
15. A successful payment notification will be appeared with an Order ID
16. Write Order ID and Transaction Date on the space given below.
17. Save the Order ID in your record till confirmation of your admission

STEP BY STEP GUIDE TO FILL UP ONLINE APPLICATION FORMS

Here we will share/guide you how to fill up the online admission form for Post Graduate Diploma(s):

- First open our website in any Browser WWW.AIOU.EDU.PK you will be at this page/window.



The screenshot shows the homepage of Allama Iqbal Open University. The header includes the university's name and logo, along with a navigation menu. Below the header is a large banner with the text "Education for All" and "Admissions Open Autumn 2021". The main content area is divided into four sections: AAGHI LMS PORTAL, ADMISSIONS, EXAMINATIONS, and LINKS. The ADMISSIONS section is highlighted with a red box around the "Online Admission Form" link, which has a "NEW" tag next to it.

Home | About | Faculties | Departments | Programmes | Research | Libraries | News Letters | Jobs | Contact Us

Allama Iqbal Open University
"Education for All"

Admissions | Mailing | Examination | Live Media | Downloads | Life at AIOU | ORIC | Help Desk

Education for All
Admissions Open Autumn 2021

AAGHI LMS PORTAL

ADMISSIONS

- Online Admission Form **NEW**
- Admission Confirmation
- Book Dispatch Status
- Application Tracking System
- Admission Amendments

EXAMINATIONS

- Results **NEW**
- Date Sheet **NEW**
- Roll Number Slip **NEW**
- Degree tracking System
- Degree Verification System

LINKS

- AIOU LIVE (FM Radio/TV)
- Academic Calendar **NEW**
- Overseas **NEW**
- Alumni
- AIOU Library

Waiting for toc.ooolesvndication.com...

- Click **Online Admission Forms** under the ADMISSIONS Tab.

Home | About | Faculties | Departments | Programmes | Research | Libraries | News Letters | Jobs | Contact Us

Allama Iqbal Open University
"Education for All"

Admissions | Mailing | Examination | Live Media | Downloads | Life at AIOU | ORIC | Help Desk

Online Admission Form

For Semester Autumn 2021

- Admission for Fresh Applicants
- Enrolment for Continuing Students (If you have not received Username/Password please call helpline: 051-111-112-468 OR submit request on Helpdesk: <http://support.aiou.edu.pk>)
- Download Prospectus (For National Students)
- Download Prospectus (For International and Overseas Students)

Helpline: 051-111-112-468

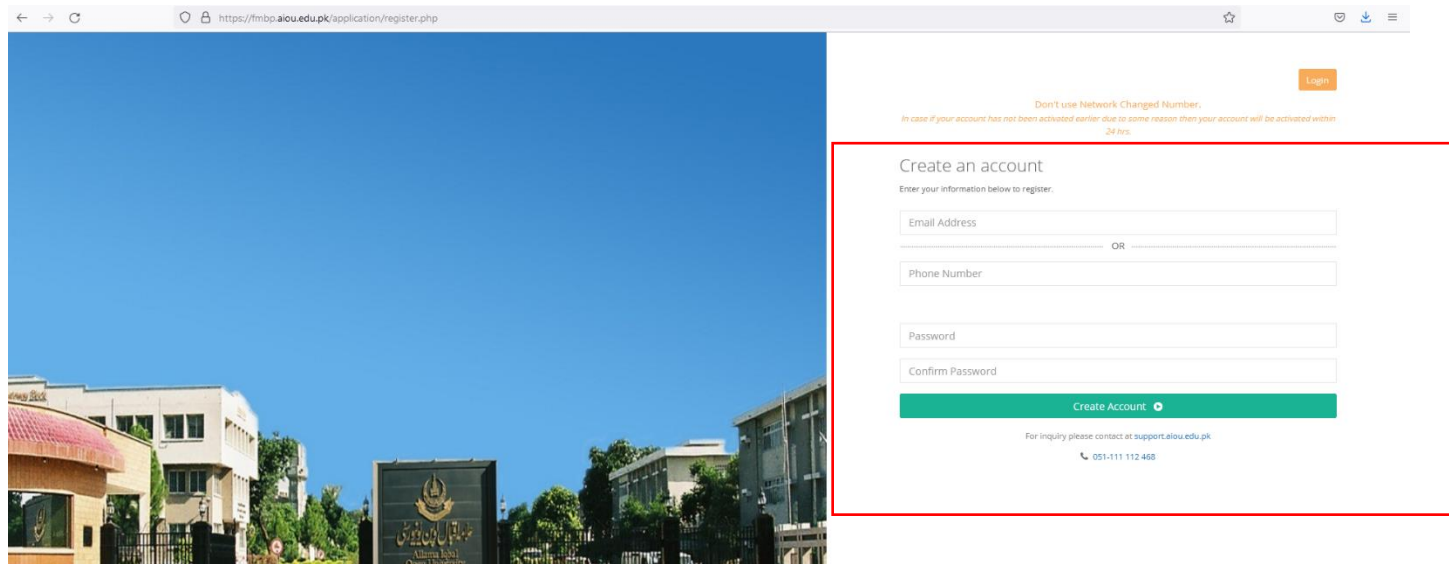
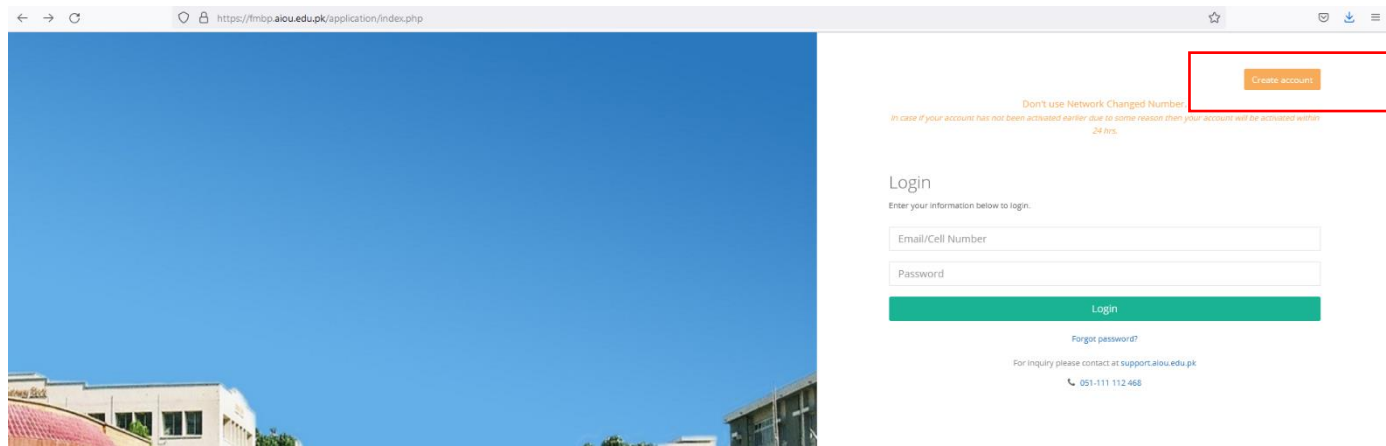
Copyright © 2020-21 @ AIOU | Allama Iqbal Open University, Sector H-8, Islamabad- 44000, Pakistan | AIOU Help Desk

- On next window you will find following **Four Options**.
 - Admissions for Fresh Students**
 - Enrolment for Continuing Students (will start from 16 August 2021)
 - Download Prospectus (For National Students)
 - Download Prospectus (For International and Overseas Students)**

Please click option 4 if you want to read or download the prospectus otherwise click on option 1 to fill-up online admission form Click on Admission for Fresh Applicants.

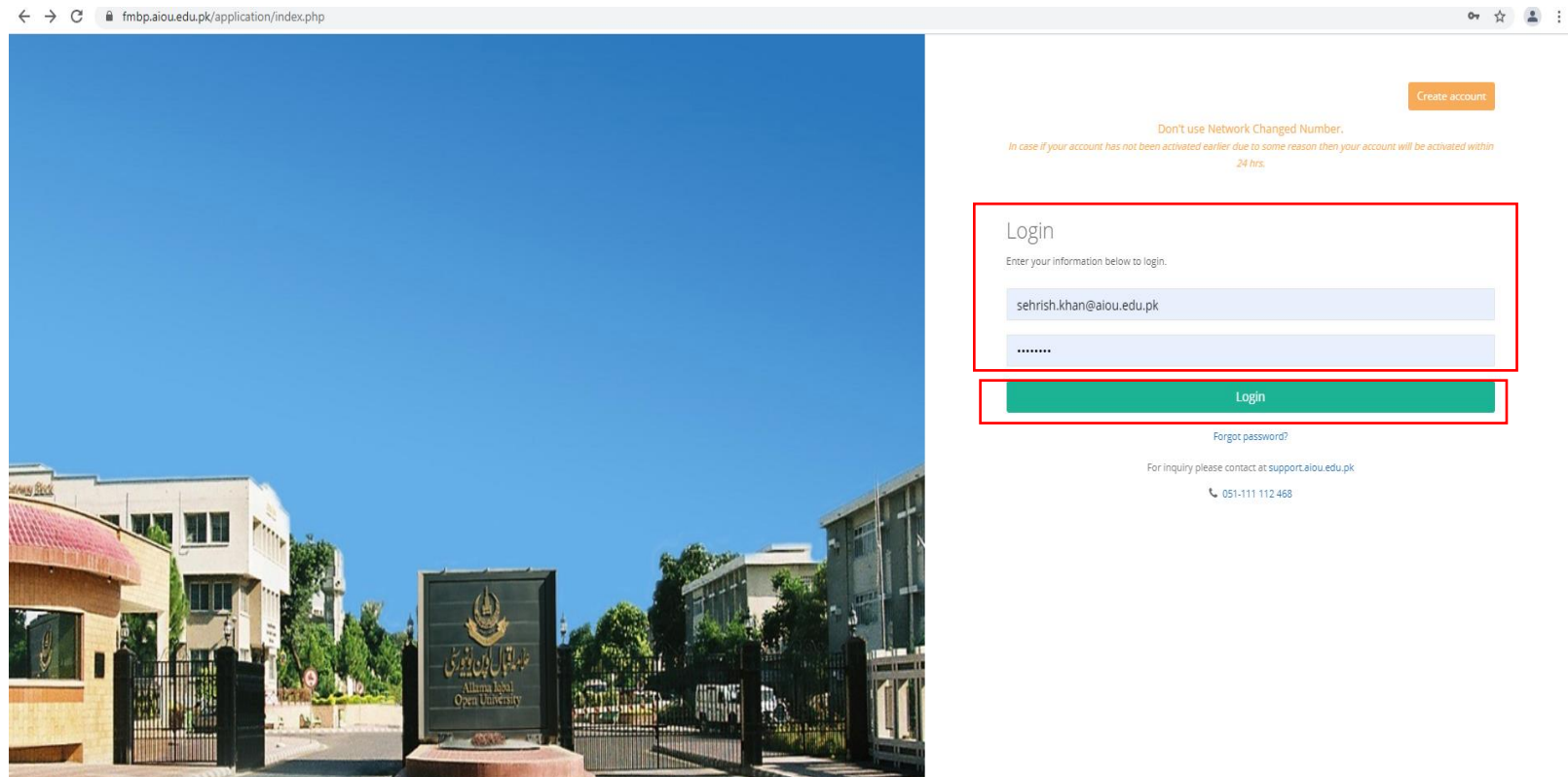
On clicking [Admission for Fresh Applicants](#), you can view the window as shown in picture. Here you will have to create your account with your email (Phone number option is not available for international and overseas students).

- Please click on [Create Account](#).
-



On creating account with email, you will receive a [CODE through your email](#). Write down that code at this page and proceed further.

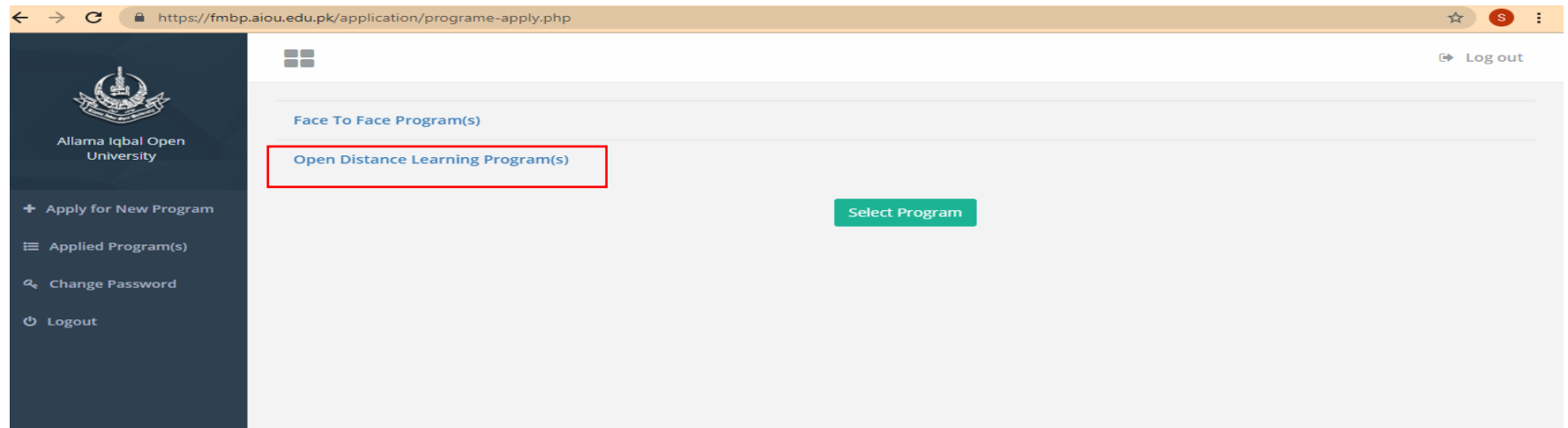
- On successful creation of your account with AIOU you will have to sign in with your [email and password](#) as per shown example:



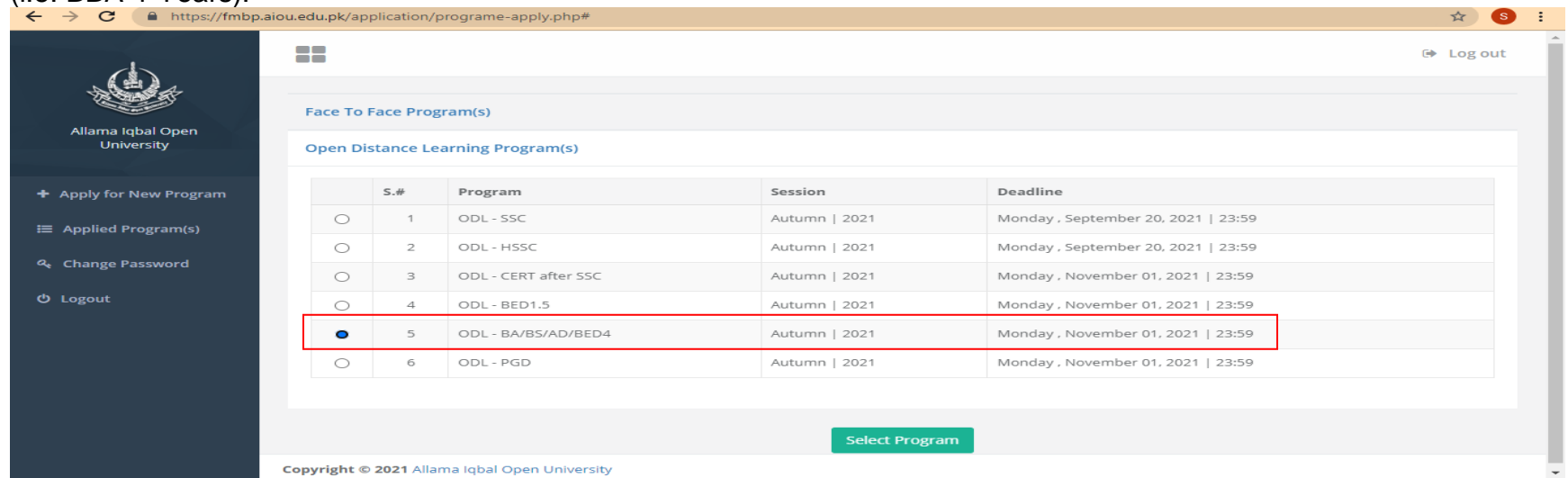
After Clicking the Login Button you will sign in to your University Account.

- Click on [Apply for New Program](#). You will see two options [Face to face Programs](#) and [Open Distance Learning Programs](#).

- [Click Open Distance Learning Program.](#)



After Selecting Open Distance Learning Program Select Option No 5 if you are wishful to apply for BS-4Years Program (i.e. BBA 4-Years):



- After selecting your desired degree program, you will be at the new window there you will have to fill up the required information.

- For BS Programmes fill-up, the information on this page, i. e. your last degree information. **Under Degree Type click Degree** and **under Degree Level click 12 years of education.** Under **DEGREE click relevant option.** Then your **Preference/Major click relevant option** and then **under Board/university select your university from which you passed your last degree.**
- After this you will have to provide **INFORMATION about your MARKS.** Under **Starting Year** and **Passing Year** select the year you started and passed your degree.
- Under **Roll Number** type your roll number or registration no of that degree.
- In **Exam type Annual or Semester** and **Grading.**
- Then fill up **Total Marks** and **Obtained Marks.** Then **Division** will be auto filled by the system.

The screenshot shows a web browser window with the URL https://fmbp.aiou.edu.pk/application/terminal-degree.php?_ID=MTA=. The page header includes the Allama Iqbal Open University logo and navigation links for 'Application Form' and 'Log out'. The main content area displays user information: Tracking ID: 02-2021-3-00160387, Username: sehrish.khan@aiou.edu.pk, and Phone: -. The program group is OD - BA/BS/AD/BED4, Autumn 2021. The current address is blank. An 'Application Status: Not Submitted' message is shown. A progress indicator shows 0%. The 'Degree Information (Terminal/Last Academic Record)' section contains the following fields:

* Degree Type	Degree
* Degree Level	12 Years
* Degree	F.Sc.
* Preference/Major	Pre-Medical
* Board/University	BISE Lahore

On Next Window you will find an option to choose your degree program in which you want to get admission. In Program Type all International and Overseas Students are required to choose **INTERNATIONAL** as shown in picture below:

The screenshot displays the application form for Allama Iqbal Open University. The interface includes a sidebar with navigation options: 'Apply for New Program', 'Applied Program(s)', 'Change Password', and 'Logout'. The main content area shows user details such as Tracking ID, Username, and Phone number. A progress indicator shows 20% completion. The 'Select Program of Study' section is highlighted with a red box, showing two dropdown menus: '* Program Type' set to 'INTERNATIONAL' and '* Program' set to 'BBA 4 YEARS'. An 'Add Program to List' button is visible at the bottom right of this section. Below the selection area is a table with columns for S.#, Faculty, Program, Campus/Region, and Action.

S.#	Faculty	Program	Campus/Region	Action
-----	---------	---------	---------------	--------

- Click one by one on the given options **Program of Study**, **Personal information**, **Academic Record**, **Professional Experience**, **Course Information**, **Photographs & Documents** and fill up accurately all the requisite information under these headings.
- Applicants of BS(4-Years), Associate degree Programs, B.E.D Programs, Online Certificates and Post Graduate Diplomas will pay their fee online after filling up their online admission form.

Logout

Personal Information
Last Update:

Academic Record
Last Update:

Professional Experience
Last Update: September, 02 2021 01:05:18 PM

Courses Information
Last Update:

Photograph and Documents
Last Update:

051-111 112 468

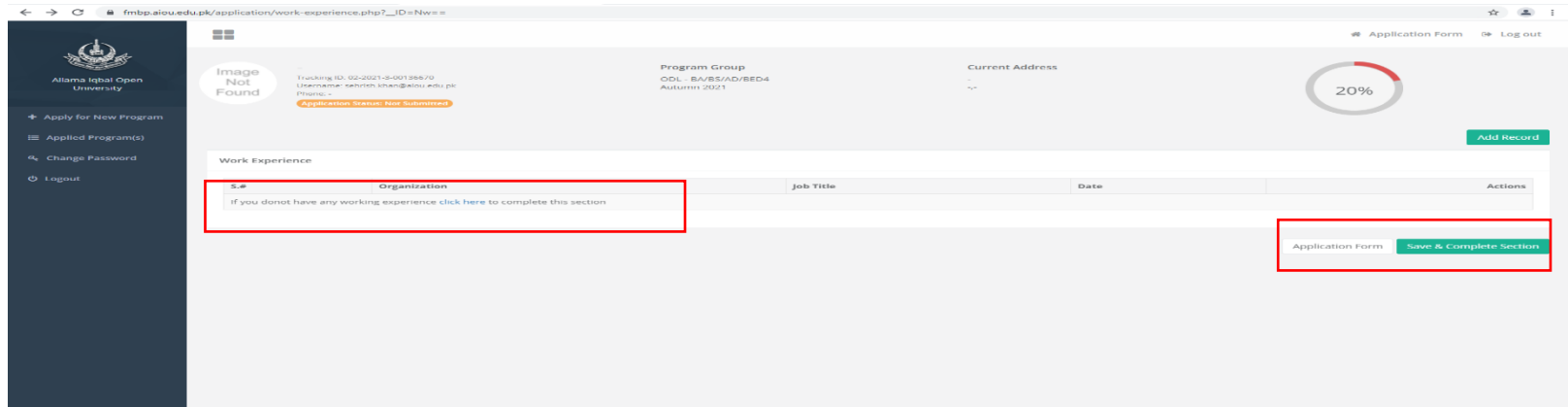
Quick Links
[Prospectuses](#)
[Advertisement](#)

Undertaking

The information given in this form is correct to the best of my knowledge and nothing has been concealed. I have read the prospectus of the programme and filled the form in the light of the given instruction.
 I shall abide by the rules and regulations framed by the university from time to time.
 Upon the seeking admission I shall study the material and abide by the instruction given in it.
 For legal remedy, I shall file an appeal in the courts of Rawalpindi/Islamabad only.
 My admission is provisional and in case of any wrong mis-statement, or false information the university can cancel the admission and confiscate the fee/degree, etc.
 I accept the responsibility for non-consideration of admission by the university due to incomplete or late admission of form fee.
 I have submitted only one admission form in this semester. In case of two admission forms of two different courses/programmes the University is fully authorized to cancel admission of the fresh programme, and confiscate fee as per rules.
 I have filled this form with the entire consent of my parent/ guardian.
 I hereby undertake that the information provided herein is correct and I agree that at any stage the information found false OR I am found ineligible according to the admission criteria, the admission shall be cancelled and I shall not claim for the degree.
 Application cannot be updated after submission.
 Accept All

Submit Application

- In Professional Experience students who don't have any work experience shall [click as shown in the picture](#) and [click on the save & continue Section](#):



- Please upload all required documents in the requisite format in the Photograph & Documents Section:

fmbp.aiou.edu.pk/application/check-list.php?_ID=NQ=

Application Form Log out

Image Not Found

Tracking ID: 02-2021-3-00136670
 Username: sehrish.khan@aiou.edu.pk
 Phone:
 Application Status: Not Submitted

Program Group
 ODL - BA/BS/AD/BED4
 Autumn 2021

Current Address
 -

20%

Applicant (For multiple documents, Please create and upload one PDF document containing all documents.)

S.#	Document	Status	Action
1	*Recent Photograph <input type="button" value="Choose File"/> No file chosen Max File Size (0.5 MB) File Format: jpeg,jpg,png	Not Uploaded File Name: **	Upload
2	*CNIC / B-Form / Passport <input type="button" value="Choose File"/> No file chosen Max File Size (0.5 MB) File Format: jpeg,jpg,png,pdf	Not Uploaded File Name: **	Upload
3	Local/Domicile <input type="button" value="Choose File"/> No file chosen Max File Size (0.5 MB) File Format: jpeg,jpg,png,pdf	Not Uploaded File Name: **	Upload

Guardian (For multiple documents, Please create and upload one PDF document containing all documents.)

S.#	Document	Status	Action
1	Father CNIC / Passport <input type="button" value="Choose File"/> No file chosen	Not Uploaded File Name: **	Upload

- At the last step **ACCEPT ALL UNDERTAKINGS** by clicking on the empty boxes placed on left side of the window and click on the Submit Application Button:

The screenshot shows a web browser window with the URL `fmbp.aiou.edu.pk/application/application.php`. The page contains a form with the following sections:

- Personal Information**: Status Pending, Last Update: [blank]
- Academic Record**: Status Pending, Last Update: [blank]
- Professional Experience**: Status Completed, Last Update: September, 02 2021 01:05:18 PM
- Courses Information**: Status Pending, Last Update: [blank]
- Photograph and Documents**: Status Pending, Last Update: [blank]

The 'Photograph and Documents' section is highlighted with a red box and contains the following undertakings:

Undertaking

- The information given in this form is correct to the best of my knowledge and nothing has been concealed. I have read the prospectus of the programme and filled the form in the light of the given instruction.
- I shall abide by the rules and regulations framed by the university from time to time.
- Upon the seeking admission I shall study the material and abide by the instruction given in it.
- For legal remedy, I shall file an appeal in the courts of Rawalpindi/Islamabad only.
- My admission is provisional and in case of any wrong mis-statement, or false information the university can cancel the admission and confiscate the fee/degree, etc.
- I accept the responsibility for non-consideration of admission by the university due to incomplete or late admission of form fee.
- I have submitted only one admission form in this semester. In case of two admission forms of two different courses/programmes the University is fully authorized to cancel admission of the fresh programme, and confiscate fee as per rules.
- I have filled this form with the entire consent of my parent/ guardian.
- I hereby undertake that the information provided herein is correct and I agree that at any stage the information found false OR I am found ineligible according to the admission criteria, the admission shall be cancelled and I shall not claim for the degree.
- Application cannot be updated after submission.
- Accept All

A **Submit Application** button is located at the bottom right of the form.

ALLAMA IQBAL OPEN UNIVERSITY

Allama Iqbal Open University, a mega university was established in 1974 under an Act of Parliament. The main campus of the university is situated in sector H-8, Islamabad. It was the second open university of the world and the first of its kind in Asia and Africa. The aim of establishing AIOU was to provide affordable and accessible education through distance learning at the doorsteps to those people who could not continue their education journey through formal system of education. The University (AIOU) operates on semester system and admits students in Autumn and Spring semesters. Undergraduate admissions are offered in both the semesters where-as postgraduates are offered once a year. The enrolled students are given course books specially prepared by the university on self-instructional principles. However, at post graduate level reprints of foreign books alongwith allied material and university prepared study guides help students to polish their skills.

At present, the AIOU is offering programmes from Matric to PhD level in diverse disciplines comprised of four faculties. The university has established study centres across the country where distance education students are provided necessary guidance by their respective tutors. Moreover, the university has established full-time study centres wherein the students of MBA (IT), MBA (Banking and Finance), BS (CS), MSc/BS Chemistry, MSc/BS Microbiology etc. are being provided instruction, guidance and counselling through face-to-face education. AIOU is also offering four years under-graduate degrees.

Apart from curricular and extra-curricular activities during the academic year, the AIOU and its regional centres actively participate in the co-curricular activities by arranging educational and literary seminars, workshops, and conferences, attended not only by the students and faculties of the university but also by the renowned dignitaries and scholars. For the science students and the research scholars, a science

complex has been built where they use the latest equipment of international standard for experiments and research. To meet the present-day challenges, internet facility is also available in the student hostel and the Central Library where computers have been provided to enable students to access latest information available through open-source databases.

By keeping in view, the international market demands the Directorate of International Collaboration & Exchange of AIOU is offering admissions to International and Overseas Students in BS-Library & Information Sciences, BS-Mass Communication, and BBA(Hons) from Autumn-2021 Semester.

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

First established in 1981 with five departments, the Faculty of Social Sciences and Humanities has, over the years, flourished to become, by far, the largest Faculty of the University. It, today, consists of 14 departments offering masters programmes in major areas of Social Sciences and Humanities like, Business Administration, Economics, Mass Communication, Sociology, Urdu, Library & Information Sciences, History, Pakistan Studies and Teaching of English as a foreign Language (TEFL). Additionally, efforts are afoot to plan and launch post-graduate programmes in Pakistani Languages and Law. The Commonwealth-collaborated master's programmes in the areas of Business and Public Administration, which are specially tailored for the modern-day busy executives, were launched in Spring 2002 semester.

In tune with the government's policy of promoting and strengthening a culture of higher education and research in the country, the AIOU's Faculty of Social Sciences and Humanities has shown a lot of dynamism over the past few years. It has launched MPhil/PhD programmes in Iqbaliat, Urdu and Mass Communication and History while preparations are being made to launch MPhil Business Administration, Applied Linguistics.

The Faculty of Social Sciences & Humanities also offers several bachelors' level programmes in such professional areas like bachelor's in library & Information Sciences (BLIS), BS-Business Administration, BS-Commerce and Mass communication. Tens of thousands of students

comprising all demographic groups and, from all over the country, enroll, each year, in these bachelor's level programmes.

The faculty has expanded vitally, and its programmes have gained a high popularity as is clear from rapidly rising trend of enrolment during the past decade. During the period under report, the faculty accorded high priority towards quality improvements and to modify its programmes in accordance with the current challenges of 21st century.

The faculty proposed to launch post-Graduate programmes in the disciplines of Political Science and International Relations, Psychology, Public Administration and Social Work.

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCES

Introduction

Postgraduate library education in Pakistan started in 1956 by the University of Karachi. In the mid-eighties there were six library science departments all over the country. But they were not producing the required number of trained professional graduates as per demand. Moreover, the rate of technological change created by television, computer and other mass media was so stunning that many librarians had been unable to clearly assess its far-reaching effects on the sphere of their services and operation. Thus, keeping in view, the demand of professional staff and mission of AIOU, the Department of Library and Information Sciences was established in 1985 within the Faculty of Social Sciences and Humanities to cope with this shortage and change. It contributes to meeting the professional requirements of the existing libraries and training skilled manpower scattered all over the country in accordance with the emerging need and trend. Moreover, by keeping in view the interest of international and overseas students in our online educational programs, admissions in BS- Library & Information Sciences have been offered to the international and overseas students from Autumn-2021 semester.

BS (Library and Information Sciences) Program

Objectives

This is a new 4-year program. This scheme of study focuses to give students an understanding of the general subjects and theories, principles and methodologies that form the foundation of LIS. This program intends to enhance student's abilities in planning and controlling library functions. The new scheme of study will produce

highly skilled professional human resource to serve the libraries, resource centers, documentation centers, archives, museums, information centers, and LIS schools. This gives students a proficiency in the skills of management, research, ICT, advocacy, problem-solving, and decision making relevant to information work in a rapidly changing environment along with integrity and social responsibility.

Eligibility Criteria and Procedure of Admission

- An applicant having intermediate (12 years of education)/higher secondary school pass certificate or equivalent in second division (at least 45% marks) with any subject(s) from any recognized institution is eligible for admission.
- All those students having intermediate/higher secondary school/12-years degree from any other country shall get their degree verified by the IBCC. In case of any confusion in this regard students may contact the Directorate of International Collaboration & Exchange AIOU.
- There is no merit and age determination. All students who fulfill above criteria will be given admission.
- Interested candidates are advised to follow the online admission procedure as mentioned in the prospectus.

Pre-requisites from BS (LIS) Students

A BS (LIS) student must have a computer with internet connection to successfully complete this program. Download study guides from AIOU or LIS Department website. All updates are available at AIOU website <<https://aiou.edu.pk>> such as matters relating to admission, exam and result, tutorials, assignments, and so on. A student should willingly be hard-working enough to get information and knowledge. We are providing timely guidance to all international and overseas students via LIS website <<https://lis.aiou.edu.pk/>> and our Facebook page <LIS@AIOU official>; hence join our Facebook page as well. Also keep in touch with your AIOU region concerned.

Scheme of Studies (BS-LIS)

Duration

The Duration of BS (LIS) program is eight semesters, i.e. four years. However, AIOU reserves the right to make any change(s) anytime in this program partly or wholly without prior notice.

Courses

A student will have to complete 43 courses (42 in case of Research Project/Project, code 9227) comprising 129 credit hours. All courses are of 100 marks each except Research Project/Project (Code 9227) which comprises 200 marks. The semester-wise break-up of these courses is as under.

1st Semester

Sr#	Code	Course	CrHrs
1	9407	English-I	3
2	9374	Pakistan Studies	3
3	5403	Basics of Information and Communication Technology	3
4	8413	Introduction to Logic	3
5	9201	Soft Skills (Personality Development)	3

2nd Semester

Sr#	Code	Course	CrHrs
1	9408	English-II	3
2	9401 OR 5437	Islamiyat (اسلاميات) OR Ethics (اخلاقيات) (for non-Muslims)	3
3	9266	Language Skills and Communicative Abilities	3
4	8411	Introduction to Psychology	3
5	9202	Introduction to Library and Information Professions	3

3rd Semester

Sr#	Code	Course	CrHrs
1	9409	English-III	3
2	4431	Pre-Calculus	3
3	6404	General Science	3
4	9410	Introduction to Sociology, Culture & Society	3
5	8432	Economy of Pakistan	3
6	9204	Information Literacy	3

4th Semester

Sr#	Code	Course	CrHrs
1	9416	English-IV	3
2	4485	Introduction to Statistics	3
3	9205	Planning Library Building, Space and Services	3
4	9206	Collection Development and Management	3
5	9208	Classification and Subject Headings	3
6	9209	Cataloguing and RDA	3

5th Semester

Sr#	Code	Course	CrHrs
1	9203	Information Architecture	3
2	9207	Information Science in Transition	3
3	9210	Integrated Library Automation Systems	3
4	9211	Library Public Services	3
5	9212	Library and Web Technology	3
6	9213	Library and Database Technology	3

6th Semester

Sr#	Code	Course	CrHrs
1	9214	Modern Information Retrieval Systems	3
2	9215	Communication Skills for Information Professionals	3
3	9216	Developing Digital Library	3
4	9217	Emerging Trends in Library and Information Services	3
5	9218	Management Basics for Information Professionals	3
6	9219	Library Analytics and Big Data	3

7th Semester

Sr#	Code	Course	CrHrs
1	9220	Library Security and Safety	3
2	9221	Marketing of Library and Information Services	3
3	9222	Archives, Records, and Information Management	3
4	9223	Knowledge Management	3
5	9224	Auditing Information Systems	3
6	9225	Development of Library and Information Professionals	3

8th Semester

Sr#	Code	Course	CrHrs
1	9226	Research Methodology in Library and Information Sciences	3
OR	9227	Research Project/Project (in lieu of 9228 and 9229)	6
2	9228	Evaluation of Library and Information Services	3
3	9229	Project Management in Libraries, Archives and Museums	3

Mode of Study

This BS (4-year) in LIS will be offered in Online to all International and Overseas students using AAGHI LMS Portal.

Medium of Study

English language only will be the medium of study for any of the components of this program. However, Urdu and/or English language can be opted for a course on Islamiyat OR Ethics only.

Assessment/Evaluation Criteria

Multiple criteria have been adopted to assess students' work for all courses, except Research Project/Project, as under.

- a) Written examination (online) to be assessed by the Examination Department, AIOU at the end of each semester = 70% marks (pass marks 50%).

- b) Two assignments and/or equivalent to be assessed by the relevant tutor/resource person = 30% marks (pass marks 50% collectively). students' work may also be checked with Turnitin for plagiarism. All the matters relating to Research Project/Project will be dealt with as per AIOU rules. However, the pass marks for Research Project/Project are 50% both in evaluation of Project report and viva voce examination separately.

Fee Tariff

Item	Fee
Registration Fee (once, if not already registered with AIOU)	US\$50
Admission Fee	US\$50
Tuition fee per 3 Credit Hours Course = US\$150 × 5 = 650	US\$650
Total US\$:	US\$850

Fee for subsequent semesters will be informed at the time of their admission.

Note: The AIOU reserves the right to make any change(s) anytime in this program partly or wholly without prior notice.

Faculty Members

- Dr. Pervaiz Ahmad**
Chairman
Email: pervaiz@aiou.edu.pk
Ph. 051-9057179, 051-9250179
- Dr. Muhammad Arif**
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Email: muhammad_jawwad@aiou.edu.pk
- Dr. Amjid Khan**
Lecturer
Ph. 051-9057235
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DEPARTMENT OF MASS COMMUNICATION

Introduction

The Department of Mass Communication Allama Iqbal Open University was established in 1986 for the educational needs of students at various levels ranging from bachelor's programme to research-based, social science-focused, advanced-level PhD in Mass Communication studies. The Department offered its specialized BA cluster programme in Mass Communication in 1988 for the first time in the country at graduate level. Admission to master's in arts (MA) Programme was announced in 1997 for the first time. Later on, it was re-titled as M.Sc Mass Communication in 2001. Keeping in view the fast growing trend of students studying Mass Communication phenomenon, the Department launched advanced studies of M.Phil in Mass Communication in Autumn Semester 2000. MPhil in Mass Communication involves 24 credit hours of course work and 12 credit hours of thesis. The course work spans evolution and advances in mass communication theory and research, sociology of mass media, and methods of behavioral research in social sciences.

The Department also offered PhD Programme in Mass Communication for the first time in Autumn 2005, then in Autumn 2010 and on regular yearly basis from Autumn 2014. The main objective of the programme is to enable students to understand and explain the dynamics of the social phenomenon of mass communication in Pakistani society, and especially to enable them to independently investigate the contents, uses and effects and sociology of mass media in the society. The Department also offered MSc in Television Production program in 2015, which is a face-to-face mode and only being offered in Islamabad. In addition to the above degree programmes, the department also offers three certificate level courses in Journalism, Advertising and Public Relations in the University's Short Term Educational Programmes (STEPS). The Department has launched its 4 Year BS Program in semester Autumn 2019. This programme is primarily focused on social science prong. Moreover, by keeping in view the interest of international and overseas students in our online educational programs, admissions in BS- Mass

Communication have been offered to the international and overseas students from Autumn-2021 semester.

BS MASS COMMUNICATION (PROGRAMME CODE: 0467)

The BS Mass Communication Programme consists of 129 credit hour courses to be completed in a minimum period of four years. The programme provides a broad overview of mass communication theories and methods. Students are required to attend fortnightly tutorials, participate in workshops, and to do internship in an accredited media organization.

Objectives

The BS Mass Communication programme has been designed to achieve the following objectives:

- To cater the educational needs of those who due to one or another reason could not continue their education in the formal universities but are highly motivated to enhance their academic qualification for elevation to their jobs.
- To prepare and guide interested students for pursuing higher studies and research in mass communication.
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Eligibility Criteria and Procedure of Admission

- An applicant having intermediate (12 years of education)/higher secondary school pass certificate or equivalent in second division (at least 45% marks) with any subject(s) from any recognized institution is eligible for admission.
- All those students having intermediate/higher secondary school/12-years degree from any other country shall get their degree verified by the IBCC. In case of any confusion in this regard students may contact the Directorate of International Collaboration & Exchange AIOU.

Note 2: All international and overseas eligible candidates be given admission provided they have fulfilled the required formalities.

Scheme of Studies for 4-Year BS Mass Communication

Duration

The Duration of BS Mass Communication program is eight semesters, i.e. four years. However, AIOU reserves right to make any change(s) anytime in this program partially or wholly without prior notice.

Courses

A student will have to complete courses comprising 129 credit hours. All courses are of 100 marks each except Research Thesis (Code 9283) which comprises 200 marks. The semester-wise break-up of these courses is as under.

1st SEMESTER

Sr#	Code	Course	Cr Hrs
1	9374	Pakistan Studies	3
2	9407	English-I	3
3	9251	Reporting	3
4	9252	Concepts of Mass Communication	3
5	9401/5437	Islamic Studies/Ethics (for Non Muslims Students only)	3

2nd SEMESTER

Sr#	Code	Course	Cr Hrs
1	9253	Principles of Journalism – I	3
2	9254	Principles of Journalism – II	3
3	9408	English-II	3
4	5403	Basics of ICT	3
5	9410	Introduction to Sociology: Culture & Society	3

3rd SEMESTER

Sr#	Code	Course Title	Cr Hrs
1	9255	Magazine Journalism	3
2	9256	Principle of TV Broadcasting	3
3	9257	Introduction to Advertising	3
4	9258	Principles of Radio Broadcasting	3
5	9409	English-III	3

4th SEMESTER

Sr#	Code	Course Title	Cr Hrs
1	9259	Introduction to Public Relations	3
2	9260	Book Editing & Production	3
3	5435	Advertising and Sales Promotion	3
4	9417	Understanding Math & Stats	3

5th SEMESTER

Sr#	Code	Course Title	Cr Hrs
1	9261	Print Media (Part – 1)	3
2	9262	Print Media (Part – 2)	3
3	9263	Public Relations	3
4	9264	National & International Current Affairs (Part-1)	3
5	9265	National & International Current Affairs (Part-2)	3
6	9266	Language Skills & Communicative Abilities	3

6th SEMESTER

Sr#	Code	Course Title	CrHrs
1	9267	Electronic Media (Part-1)	3
2	9268	Electronic Media (Part-2)	3
3	9269	Advertising	3
4	9270	Process & Effects of Mass Communication (Part-1)	3
5	9271	Process & Effects of Mass Communication (Part-2)	3
6	9272	Development Support Communications	3

7th SEMESTER

Sr#	Code	Course Title	CrHrs
1	9273	Advance Theories & Strategies of Communication (Part-1)	3
2	9274	Advance Theories & Strategies of Communication (Part-2)	3
3	9275	Basic Concepts in Social Sciences (Part-1)	3
4	9276	Basic Concepts in Social Sciences (Part-2)	3

5	9277	Research Methods in Mass Communication (Part-1)	3
6	9278	Research Methods in Mass Communication (Part-2)	3

8th SEMESTER

Sr#	Code	Course Title	CrHrs
1	9279	Social Psychology (Part-1)	3
2	9280	Social Psychology (Part-2)	3
3	9281	Media Ethics & Laws (Part-1)	3
4	9282	Media Ethics & Laws (Part-2)	3
5	9283	Thesis (Mandatory)	6
6	Mandatory	Internship	Noncredit

Internship: There will be a two-month mandatory internship. The internship will be done in accredited and professionally relevant media organizations, e.g. mass media organizations, advertising agencies, PR firms, news agencies etc., which is a prerequisite for the award of the BS degree. After fifth and sixth semester's courses, students will be eligible for internship. At the end of their internship, students will be required to submit an internship certificate alongwith an internship report detailing with proof, the work done during the two months internship period and duly signed by the competent authority of organization where the student is employed or working as an internee. The internship report will be evaluated by the Department and upon satisfaction, an internship certificate will be sent to the Controller of examinations.

Thesis: In 8th semester, students will be eligible to register for the thesis which carries 6 credit hours. The students will be required to perform research work of six credit hours under the supervision of an advisor. There will be an intensive online workshop for discussion of research proposal of the students in the beginning of 8th semester. After evaluation of the thesis by the external expert, the students will appear before a viva voce committee online to defend his/her thesis.

Mode of Study

This BS (4-year) in Mass Communication will be offered online to international and overseas students. There will be online tutorial classes for each 3-credit hour course in every semester with non-

compulsory attendance and an online workshop for each 3-credit hour course of 5th, 6th, 7th, and 8th semester with at least 70% compulsory attendance).

Matters related to Research Thesis, Code 9283, (e.g. compulsory workshop, synopsis and thesis writing) will be dealt with separately in accordance with AIOU rules.

Assessment/Evaluation Criteria

Multiple criteria have been adopted to assess students' work for all courses, except Research Thesis, as under.

- Online written examination to be assessed by the Examination Department, AIOU at the end of each semester = 70% marks (pass marks 50%).
- Two assignments and/or equivalent to be assessed by the relevant tutor/resource person = 30% marks (pass marks 50% collectively). Students' work may also be checked with Turnitin for plagiarism.
- All the matters relating to Research Thesis will be dealt with as per AIOU rules. However, the pass marks for Research Thesis are 50% both in evaluation of research report and viva voce examination separately.

Entry & Exit Points: As per HEC/AIOU Rules and Policy.

Fee Tariff for BS Program

Item	Fee
Registration Fee (once, if not already registered with AIOU)	US\$50
Admission Fee	US\$50
Tuition fee per 3 Credit Hours Course = US\$150 × 5 = 650	US\$650
Total US\$:	US\$850

Note: The University has right to change fee tariff with the approval of its statutory bodies. Fee for subsequent semesters will be informed at the time of their admission. The AIOU reserves the right to make any change(s) any time in this program partially or wholly without prior notice.

Faculty Members

1. Dr. Saqib Riaz
PhD (Pak), Post Doctorate (USA)
Chairman
Ph: 051-9250076
2. Dr. Bakht Rawan
PhD (Germany)
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Ph: 051-9057263
3. Dr. Shahid Hussain
PhD Mass Communication
Assistant Professor
Ph: 051-9057245
4. Dr. Saadia Anwar Pasha
Ph.D Mass Communication
Assistant Professor
Ph: 051-9057283
5. Dr. Babar Hussain Shah
PhD Media Studies
Assistant Professor
Ph: 051-9057687
6. Dr. Asad Munir
PhD Media Studies
Lecturer
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Staff: Ph: 051-9057823, 051-9057824, 051-9250076
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DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration was established in 1986 with the objective to impart managerial education and skills in the discipline of Business Administration. Since its inception, the Department has made tremendous progress towards achieving its goal of becoming a center of excellence in the discipline of Business Management. The Department has assembled outstanding teaching faculty and developed extensive teaching material for the improvement of education in Pakistan.

The department is offering MBA 3-½ year, MBA 2-½ year, PGD HRM, MS Management Sciences and PhD Business Administration. The department introduced BBA 4 Years programme in Autumn 2017. It is hoped that these programmes would contribute significantly to the national goal of development of professions equipped with modern business techniques. These programmes are designed to provide an opportunity to upgrade the skills and enhance professional qualifications of the future managers. Further, we are of the opinion that the graduates from this university would have recognition in the human resource market and enjoy a respectable status in public and private sector organizations, operating in Pakistan and abroad. The Department has well qualified faculty members including PhDs, MPhil/MS both from national and foreign universities.

The department is offering various programmes to achieve the following objectives:

- i. To prepare graduates for public and private sector organizations and to equip them to cater the needs of complex and changing business environment.
- ii. To encourage continuous learning and habitual receptiveness, explore the new ways of identifying and dealing with opportunities and problems, to face future business challenges.
- iii. To provide the business students bottom to top management orientation skills, enhance their business skills, enable them to integrate theory business into practice in their daily lives.

BACHELOR OF BUSINESS ADMINISTRATION (BBA 4 Years) Programme Code: 0435

Introduction:

The Higher Education Commission initiated four years degree programme in Business Administration to access best talent at initial stages and provide students the opportunity to have expertise in the discipline of choice.

The purpose of BBA 4-year programme is to enable graduates to better respond to the organizational demands and to help them acquire the skills needed for managing self and others in an organization. The courses of BBA 4-year programme are aimed at developing an understanding of the ways in which individuals and groups behave in relation to an organization. It also focuses on the way organizations shape individual action. The specialized courses of BBA 4-year Programme to enable the students to develop an understanding of kind of organizations and to learn different skills appropriate for managerial and administrative tasks associated with these organizations.

It is designed to enable students to develop knowledge and skills appropriate for them to effectively manage their own activities. At Department of Business Administration, AIOU a blend of theory and practical knowledge is applied in this programme.

Moreover, by keeping in view the interest of international and overseas students in our online educational programs, admissions in BBA (Hons) have been offered to the international and overseas students from Autumn-2021 semester.

Objectives:

The Business Administration programme of AIOU is designed to achieve the following objectives:

1. To prepare professionally trained leaders for public and private sector organizations and to train managers to cater to the needs of complex and changing business environment.
2. To inculcate future orientation in the managers which encourage continuous learning and habitual receptiveness to new ways, identifying and dealing with opportunities and problems in the business world.

Eligibility Criteria

- An applicant having intermediate (12 years of education)/higher secondary school pass certificate or equivalent in second division (at least 45% marks) with any subject(s) from any recognized institution is eligible for admission.
- All those students having intermediate/higher secondary school/12-years degree from any other country shall get their degree verified by the IBCC. In case of any confusion in this regard students may contact the Directorate of International Collaboration & Exchange AIOU.

Duration:

As per guidelines of HEC, BBA 4Years will be spread over 8 semesters covering 42 course including term paper. It will consist of 128 credit hours. The minimum period required for its completion will be 4 years.

SCHEME OF STUDY:

1st Semester

Sr#	Code	Course Title	Cr Hrs
1.	8401	Principles of Accounting	3
2.	8402	Fundamentals of Business	3
3.	8403	Fundamentals of Computers	4
4.	5466/ 5467	Islamic Studies/ Ethics (for Non- Muslim)	2
5.	9407	English-I	3

2nd Semester

Sr#	Code	Course Title	Cr Hrs
1.	8404	Advanced Accounting	3
2.	8405	Applied Math for Business & Social Science	3
3.	8406	Microeconomics	3
4.	8407	Principles of Marketing	3
5.	5465	Pakistan Studies	2

3rd Semester

Sr#	Code	Course Title	Cr Hrs
1.	8408	Cost Accounting	3
2.	9408	English-II	3
3.	8409	Statistics for Management	3
4.	8410	Business Communication-I	3
5.	8411	Introduction to Psychology	3

4th Semester

Sr#	Code	Course Title	Cr Hrs
1.	8412	Macro Economics	3
2.	8413	Introduction to Logic	3
3.	8414	Introduction to Business Finance	3
4.	8415	Business Communication-II	3
5.	9410	Introduction to Sociology: Culture and Society	3
6.	8416	Pre-Calculus for Business	3

5th Semester

Sr#	Code	Course Title	Cr Hrs
1.	8417	Statistical Inferences	3
2.	8418	Production & Operations Management	3
3.	8419	Management Theory and Practice	3
4.	8420	Business Ethics	3
5.	8421	Business and Labor Laws	3

6th Semester

Sr#	Code	Course Title	Cr Hrs
1.	8422	Financial Management	3
2.	8423	Marketing Management	3
3.	8424	Entrepreneurship	3
4.	8425	Human Resource Management	3
5.	8426	Introduction to E- Business	3

7th Semester

Sr#	Code	Course Title	Cr Hrs
1.	8427	Organizational Behavior	3
2.	8428	Consumer Behavior	3
3.	8429	Management Information System	3
4.	8430	Project Management	3
5.	8431	Business Research	3
6.	8432	Economy of Pakistan	3

8th Semester

Sr#	Code	Course Title	Cr Hrs
1.		Elective – I	3
2.		Elective – II	3
3.		Elective – III	3
4.		Elective – IV	3
5.	8445	Term Paper or Two course at serial no. 6 & 7 below in lieu of term paper	6
6	5017	Corporate Governance	3
7	5011	Total Quality Management	3
Elective/Specialization Courses:			
Marketing			
1.	8433	International Marketing	3
2.	8434	Marketing of Services	3
3.	8435	Marketing Research	3
4.	8436	Distribution Channels	3
Human Resource Management			
1.	8437	Human Resource Development	3
2.	8438	Training and Development	3
3.	8439	Compensation Management	3
4.	8440	Leadership and Team Management	3
Banking and Finance			
1.	8441	Financial Markets and Institutions	3
2.	8442	Auditing	3
3.	8443	Taxation Management	3
4.	8444	Banking Law and Practice	3

Admission Procedure

1. Admission forms would be accepted online only.
2. All international and overseas students can apply for BBA(Hons).
3. The qualifying candidates as per criteria mentioned are required to deposit their fee online.
4. Incomplete online admission forms will not be entertained in any case.

Medium of Instruction

Medium of Instructions and examination will be English only.

Method of Instruction

BBA 4-years (specializations in Marketing, Human Resource Management and Banking & Finance) would be offered Online to all international and overseas students.

BBA Online Workshops

At the end of each semester, online workshops will be arranged for all the courses except Course Codes (5465, 5466 and 5467). **The workshop would be held as per university policy. Seventy percent (70%) attendance and presentation/viva are mandatory for each course.** The presentation of the study report and participation in the workshop activities would be duly evaluated and graded. If a student fails to obtain 70% marks in the workshops, he/she will be given two additional chances to qualify in subsequent semester (with reappear fee as per AIOU rules) or as and when university offers these courses.

Evaluation Scheme for the Courses:

Compulsory English-I, Compulsory English-II, Islamic Studies, Ethics, Pakistan Studies, and Introduction to Sociology

Assessment Component	Marks	Weightage in the aggregate result
Assignment No. 1	100	15%
Assignment No. 2	100	15%
Final Examination	100	70%

For all Remaining Courses:

Assignment No. 1	100	10%
Assignment No. 2	100	10%
Workshop/Presentation	100	10%
Final Examination	100	70%

Fee Structure:

Item	Fee
Registration Fee (once, if not already registered with AIOU)	US\$50
Admission Fee	US\$50
Tuition fee per 3 Credit Hours Course = US\$150 × 5 = 650	US\$650
Total US\$:	US\$850

Degree Requirements

Following are the requirements for the award of BBA 4 Years degree.

1. Successful completion of all required courses.
2. Student would have to complete a term paper of 6 credit hours and submit to the department for evaluation.
3. Viva voce examination: On successful completion of term paper, comprehensive/viva voce shall be held as per AIOU rules. The said exam will be arranged Online.

Rules & Regulations

Rules and regulations, in line with the HEC guidelines and applicable in the AIOU, as amended from time to time will be adopted in this programme. Format and procedure for term paper will be communicated to students in due course of time.

Faculty Members:

- 1) **Prof. Dr. Syed Hassan Raza**
Chairman
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- 4) **Mr. Salman Ali Qureshi**
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- 5) **Dr. Mubashar Hassan Zia**
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Lecturer
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- 10) **Mr. Ahmed Hasan Javed**
Lecturer
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- 11) **Mr. Muhammad Ehsan Javaid**
Lecturer (Program Coordinator)
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GENERAL INFORMATION

- i. The certificates/degrees of AIOU are equivalent to any other recognized Board/University.
- ii. A course taken by any student cannot change during the semester. However, in real hardship cases, the change in courses will be allowed by Director Admission within fifteen days after deposit of prescribed fee.
- iii. The address of a student will not be changed during the semester.
- iv. Admission to courses for both the Spring and Autumn semesters are generally offered in the months of March and September, respectively, whereas, examinations commenced in November and May respectively. Admission schedule is announced on University website <https://aiou.edu.pk> during this period. The students are required to submit their online application for admission as per schedule.
- v. Fee cannot be refunded once paid for admission nor can it be adjusted for any other programme.
- vi. On payment of the registration fee, each student will be issued a registration number. The registration number must be quoted in all the future correspondence along with the roll number, course(s), code numbers and semester.
- vii. Rules and regulations framed, enhanced, and changed from time to time by the authorities, bodies of the university will be effective as applicable. The student must abide by all such rules and regulations from the date of their implementation.
- viii. A student who fails in continuous assessment component is not eligible to reappear but will be allowed to re-register for the same course at its next offering semester by the university.
- ix. It would be responsibility of the student to remain in touch with the department regarding the selected programme.
- x. A student already admitted to a programme or a specialization of a programme shall not be allowed to transfer or to get admission to another programme unless he/she formally postpones it till the completion of the new programme or withdraws from the previous programme.
- xi. After completion of a programme successfully, a student has to apply to Controller of Examinations for issuance of certificate/degree as per guided process by the Directorate of International Collaboration & Exchange.
- xii. The university reserves the right to change contents of this prospectus without any prior notice as per university policy.
- xiii. Online admission forms incomplete in any respect will not be entertained and after closure of admissions students would be informed about the deficiency in clear terms with advice to request for refund of fee.
- xiv. Online admission form received without prescribed fee less fee or fee deposited after due date will not be considered.
- xv. In case of discrepancies in the name of student/ Father's name of the student or difference in name mentioned in his/her other educational certificates, the name on the Matric certificate of the student will be considered as correct name. The Examination Department shall also issue certificate/ degree on the said name.
- xvi. In case provision of forged documents for admission, not only the admission will be refused to the applicant, but the fee deposited by him/her will also be forfeited. The university may proceed further in the matter.
- xvii. International students having international degree equivalent to SSC/HSSC degree are required to get it verified by the IBCC and provide the equivalence certificate to AIOU.

Availability of Learning Material

- i. Learning material can be downloaded from university website: www.aiou.edu.pk
- ii. All learning material would be available online for international/overseas students after the commencement of classes.
- iii. Student shall download the learning material and tally with the course codes for which he/she had been registered in the semester.
- iv. Students can get their learning material through AAGHI LMS portal.

Procedure for Fee Payment

International and Overseas Students will have to pay their fee Online as per Guided Procedure:

1. Go to olpay.aiou.edu.pk
2. Enter challan number and **click on "search"** button.
3. Check & tally your challan details with the generated challan then **click on "submit fee"** button.
4. Enter credit/debit card number, card holder name, expiry and CVV code (mentioned on back side of card).
5. **Click on "pay now"** button.
6. A successful payment notification will be appeared with an Order ID.
7. Write Order ID and Transaction Date on the space given below.

8. Save the Order ID in your record till confirmation of your admission.

REGULATIONS FOR REFUND OF ADMISSION FEE

- The students who have submitted their fees for Admission but do not wish to continue and have applied for refund of fee will be refunded after deduction @ 10% of total fee.
- The student who was not eligible but deposited fee for Admission, the fee shall be refunded after deduction @ 15% of total fee.
- The students who have deposited their fee in excess of due fee the total excess amount shall be refunded adjusted as the case may be.
- The Treasurer Department shall verify the fee of students and shall send the case to the audit for pre-audit.
- Cheque will be issued to the candidate by the campus payment section, Treasurer Department.
- Admission fee will be refunded/ adjusted maximum up to one year.
- Refund of Fee for all international and overseas students is subject to the University policy time to time.

GENERAL CONDITIONS FOR REFUND

1. The University must have received the fees in its bank account.
2. All refund requests must be submitted on the Fee Refund Application form. Deposit Slip, any other record of fee and ID Card copy must be attached to it.
3. All applications shall be addressed to the Treasurer and will be received directly in the Treasurer Department with full particulars. The Treasurer Department will get report from concerned Department and verify the amount from system as the case may be and will process the case accordingly.
4. The refund will be made after deduction of any recoverable amount.
5. The refund will be made to the same person or firm from whom the payment was received, though cross cheque.
6. If the University makes an offer on the basis of incorrect or incomplete information, misstatements, concealment of facts, fake certificates or use of any other unfair means by the applicant/ student, the admission will be cancelled, and refund will not be allowed. Department reserves the right to take disciplinary action also.
7. Any type of Processing Fee will not be refunded.
8. In the case of death or physical incapacity, the full refund will be made only in instances of severe unavoidable and incapacitating circumstances.
9. In case the students who are not allowed/granted admission to a program offered by the University due to less enrolment/non formation of viable group/ non-offering of courses, full fee will be refunded to them.

REFUND OF OTHER FEE

1. All kind of other fee including but not limited to Degree fee,
Re-appear exams fee, change off name / father name, examiner registration fee, tutor registration fee, late assignment evaluation fee, analysis fee, rechecking of answer scripts fee, NOC fee, subject/group change fee, thesis evaluation fee, thesis extension fee, job fee, tender fee tec. will not be refunded. Only excess fee deposited will be refunded/adjusted.
2. The extension in thesis fee in excess shall be refunded on approval of concerned Dean with certificate that fee was deposited in excess.
1. The amount deposited in university accounts by any person/firm (other than student), by mistake or in excess shall be refunded after verification of the amount deposited.

IMPORTANT TELEPHONE NUMBERS

Sr. #	Name	Telephone Nos.
1.	Director Admissions	051-9057298 9250162 (Fax)
2.	Controller of Examinations	051-9057310 051-9057328 051-9250012
3.	Director Students Affairs	051-9250174
Directorate of International Collaboration & Exchange		
1.	Dr. Zahid Majeed Director Zahid_majeed@aiou.edu.pk	+92-51-9057294
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