

and developing marketing campaigns.

- **Workshops and Seminars:** Regular sessions with industry experts provide insights into current trends and professional practices in media and communication.
- **Collaborative Learning:** Group assignments and community engagement projects encourage teamwork and the application of media skills in societal contexts.
- **Technology Integration:** Hands-on training

with industry-standard tools and platforms, including digital editing software and social media analytics, ensures technical proficiency.

- **Mentorship and Feedback:** Faculty provide personalized guidance and constructive feedback to help students refine their skills and achieve their potential.

Admissions and Requirements

Students with a 10+2, intermediate degree, or any equivalent qualification in any discipline from a recognized educational institution, with a minimum aggregate of 40 percent (second division) or a CGPA of 1.6 out of 4, are eligible to

apply for any of these programs. Qualified candidates can apply for the entrance examination, and also do well in the personal interview to successfully complete the admission process.

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.

Student Support and Resources

Kathmandu University provides comprehensive support, including:

- **Academic Advising:** Personalized guidance to walk through the program.
- **Career counseling:** Support for internships, job placements, and career planning.
- **Facilities:** Access to modern libraries, media

studios, and technology resources.

- **Financial Aid:** Scholarships and work-study opportunities.
- **Cultural Engagement:** Community-based projects and multicultural learning environments.

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Scan for
more information



Department of Languages and Mass Communication

Bachelor in Media Studies (BMS)

Program Overview

Launched in 2006, the Bachelor in Media Studies (BMS) at Kathmandu University is a vibrant four-year program under the Department of Languages and Mass Communication, crafted to shape innovative media professionals. This intensive curriculum combines a strong theoretical foundation with hands-on skills in media research, media production (including film, social media, radio, and television), communication, marketing, and entrepreneurship. Designed to prepare students for advanced academic pursuits and dynamic

careers, BMS graduates have statistically shown a 100% placement record and strong reputation in the industry. Our alumni have excelled in film, social media content creation, research, development agencies, news media, advertisement, and public relations. A number of them have become successful entrepreneurs, showcasing their adaptability and impact across diverse fields. Many have also excelled in academia and have received prestigious scholarships from reputed universities for higher studies across the globe.

Program Objectives

The BMS program is dedicated to shaping students with the expertise and vision to lead in the evolving media landscape. Its core objectives are:

- **Developing Professionals for the Industry**

Program Highlights

- **Blends Technology, Language, Research and Ethics.**
- **Comprehensive Curriculum:** Covers media tech, film, multimedia, ICT, AI, communication theory, journalism & social sciences
- **Practice-Based & Skill-Oriented:** Hands-on projects, internships, studio work & community initiatives
- **Multidisciplinary Learning:** Merges media, tech & social insights for real-world challenges
- **Industry-Ready Training:** Equips students for media, communication & entrepreneurial careers
- **Advanced Facilities:** Modern Digital Media Lab & Studio for practical learning
- **Strong Career Prospects:** Excellent internships & media job placements
- **Enriching Study Tours:** Field visits & tours enhance classroom learning
- **Specializations:** Options in filmmaking, multimedia, PR, communication or journalism
- **Renowned Faculty:** Learn from global experts & top academics
- **Global Opportunities:** High acceptance into leading international programs
- **International Exchange:** Semester-long study in Europe for selected students

Career Prospects

- **Creative Content Production:** Work as filmmakers, storytellers, content creators, and multimedia journalists across platforms.
- **Filmmaking:** Hands-on training in directing, scripting, cinematography, and editing for careers in fiction and documentary filmmaking.
- **Media Handling:** Serve as social media strategists, PR officers, and brand managers shaping digital identities.
- **Research:** Build careers as media researchers and analysts.
- **Development Communication:** Work on campaigns and research in development sectors as communication officers and researchers.
- **Journalism:** Roles in radio, TV, digital, and multimedia journalism.
- **Media Critique:** Analyze and critique media, film, and digital culture with a strong ethical foundation and integrity.

and Media support system

- **Promoting Multidisciplinary Expertise**
- **Research and Innovation**
- **Empowering Individual Potential**

Course Structure

Course Details

FIRST YEAR | SEMESTER I

NEPL 151	Nepali I
ENGL 151	English I
MEDS 101	Introduction to Media Studies
MEDS 104	Basic Journalism I
MEDS 151	Foundation of Social Sciences I
MEDS 141	Introduction to Media Production*

SECOND YEAR | SEMESTER I

MEDS 201	Professional Communication
MEDS 202	Media, Culture and Society
MEDS 209	Research Methodology
MEDS 251	Communication Theories
MEDS 241	Audio Production*

THIRD YEAR | SEMESTER I

MEDS 311	Development Communication
MEDS 331	Documentary Film Appreciation
MEDS 332	Social Media Management
MEDS 333	Gaming, Immersive Realities and AI
MEDS 341	Creative Writing*

FOURTH YEAR | SEMESTER I

MEDS 410	Media Ethics
MEDS 414	Media Entrepreneurship and Management
MEDS 443	Advanced Journalism Practices*
MEDS 444	Television Production*

*100% Practicum courses

FIRST YEAR | SEMESTER II

NEPL 152	Nepali II
ENGL 152	English II
NEPS 151	Nepal Studies
MEDS 105	Basic Journalism II
MEDS 152	Foundation of Social Sciences II
MEDS 142	Graphics and Animation*

SECOND YEAR | SEMESTER II

MEDS 206	Public Relations
MEDS 208	Advertising Principles and Practices
MEDS 212	Photojournalism
MEDS 252	Philosophical Approaches to Communication
MEDS 231	Introduction to Cinema Studies

THIRD YEAR | SEMESTER II

MEDS 316	Research Application in Media
MEDS 322	ICT for Development
MEDS 334	Human Rights, Press Law and Media Environment
MEDS 335	Climate Change, Sustainable Development and Global Media
MEDS 336	Digital Broadcasting

FOURTH YEAR | SEMESTER II

MEDS 441	Internship*
MEDS 442	Research Report (6 credit)
MEDS 445	Film Production*

Teaching Methodology

The BMS program employs a dynamic and student-centered teaching methodology, embracing critical thinking, creativity, and practical expertise. Key approaches include:

- **Scenario-based Lectures:** Engaging sessions that combine theoretical insights with real-world case studies to deepen

understanding of media concepts.

- **Interactive Learning:** Students focus on presentations followed by discussion and discourse.
- **Project-Based Learning:** Students work on real-world media projects, such as producing multimedia content, conducting research,