



WHY MS-JOURNALISM AT IBA?

The MS Journalism program at IBA is the flagship offering of the School of Economics and Social Sciences, designed to provide in-depth training in digital, audio, and video journalism. Supported by the Centre for Excellence in Journalism (CEJ), the program blends practical newsroom experience with academic instruction from seasoned professionals. Students gain access to modern media facilities and explore the intersection of technology and journalism, preparing them for dynamic careers in reporting, production, and multimedia storytelling across various platforms.

- 39 Credit Hours, Full-Time Program
- 1.5 Years Completion Time
- Hands-on industry newsroom experience
- Practical Training in Audio & Video Journalism
- Focus on Tech-Driven Storytelling Reporting
- Strong Alumni Presence Across Media Industries



COURSE STRUCTURE

The MS Journalism program at IBA is a 39-credit hour, 18-month journey that blends classroom learning with real-world newsroom experience to train future multimedia journalists.

SEMESTER 1

- CEJ Newsroom I
- Digital News Reporting
- Governance and Society in Pakistan
- News Writing and Reporting
- The Profession of Journalism

- CEJ Newsroom II
- Current Affairs TV Lab
- International Affairs
- Multimedia Journalism
- Specialized Journalism I

SEMESTER 3

- Capstone Project
- Internship

SEMESTER 2

- CEJ Newsroom (Summer)
- Specialized Journalism II

SEMESTER 4

INTERNSHIP PROGRAM

The three-month internship aims to embed students in a conventional newsroom in Pakistan's dynamic media industry. Students will be expected to carry out the internship at a media house/ publication of their choosing after completing their coursework in semester 4. This internship does not carry any weightage regarding credit hours, but is a mandatory requirement for graduation. Students will be assisted in placements to newsrooms by the MSJ faculty.

SCHOLARSHIPS, GRANTS & FINANCIAL ASSISTANCE

Installment Plan: The students can apply for 2-3 installments per semester. However, the installments must be paid within the same semester.

Qarz e Hasna: The IBA facilitates its students in securing an interest-free loan (Qarz e Hasna) to pay their tuition fee during their study period.

Need-based Financial Assistance: The IBA encourages aspiring students from diverse social backgrounds to enroll and study at the IBA.

Research & Teaching Assistantships (RA/TA): IBA offers part-time, paid opportunities for students to work as Research Assistants (RAs) or Teaching Assistants (TAs) as part of its financial assistance and academic enrichment initiatives.



SCHOOL OF ECONOMICS & SOCIAL SCIENCES



IBA is located in Karachi — the financial hub of Pakistan — and is one of the country's most prestigious higher education institutions.

Its School of Economics and Social Sciences (SESS) is a dynamic academic hub that brings together two departments, two research centers, and three specialized labs. The school hosts over 1,000 students with a balanced male-to-female ratio (48:52), fostering diversity and inclusivity. With 45+ PhD faculty members, SESS emphasizes academic rigor, research excellence, and global engagement. Students benefit from international exchange opportunities, research grants, and vibrant campus life. SESS maintains global connections with a 1,200+ strong alumni network across the US, UK, Germany, Turkey, Canada, and beyond—many of whom have pursued graduate studies on prestigious scholarships like Fulbright, Erasmus, DAAD, and Chevening.



ACADEMIC ENVIRONMENT

EXPERIENTIAL LEARNING & NEWSROOM TRAINING

The program emphasizes hands-on learning through real newsroom simulations, field assignments, and multimedia projects. Students apply core journalism concepts under the mentorship of industry professionals and engage in practical reporting, editing, and production exercises.

TECHNOLOGY & MEDIA TOOLS

Students gain proficiency in industry-standard tools for audio, video, and digital journalism. Training in editing software, content management systems, and data-driven reporting platforms equips them with the technical skills required in today's media landscape.

JOURNALISM & SOCIAL RESPONSIBILITY

The curriculum is grounded in ethical reporting, media literacy, and public interest journalism. Students explore the role of journalism in shaping narratives, holding power to account, and contributing to informed, democratic societies.



CAREER OPPORTUNITIES

Graduates of the MS Journalism program are equipped for impactful careers across the media landscape, including:

- Multimedia Journalist (digital, video, and audio)
- News Producer or Editor
- Investigative or Data Reporter
- Communication & Media Strategist
- Media Researcher or Analyst
- Journalism Educator or Trainer

ELIGIBILITY CRITERIA

- Applicants must have at least 16 years of education from a recognized institution with a minimum CGPA of 2.5 or 50% marks in their most recent degree.
- Applicants with prior journalism experience are encouraged to apply.

APTITUDE TEST EXEMPTION

Minimum score of 600 on the GMAT, or a GRE score of 160 in quantitative and 150 in verbal.



<https://cej.iba.edu.pk/msj.php>

FOR MORE INFORMATION



Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700

www.iba.edu.pk

+92 21 111 422 422

City Campus

Plot # 68 & 88 Garden / Kayani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701

[f](#) [X](#) [in](#) [ig](#) [yt](#) [dj](#) [ibakhiofficial](#)



SCHOOL OF ECONOMICS & SOCIAL SCIENCES

MS - JOURNALISM

INQUIRE. INVESTIGATE. INFORM

GRADUATE PROGRAM