

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION

Frequently Asked Questions

1. What does WKWSCI offer in the Communication Studies degree Programme?

As the premier media and communication school in Asia, WKWSCI offers students an all-rounded media and communication studies and experience. Our curriculum covers both traditional and new media courses to ensure that students are well-versed with the right foundation. Students in WKWSCI may choose to focus on one or more tracks including Advertising, Broadcast and Cinema Studies, Journalism, Communications Research and Information Analytics, and Public Relations. Our students are also equipped with technologically advanced equipment and facilities.

2. What are the degree programmes offered by WKWSCI and the duration of the programmes?

Our school offers the following 4-year direct honours* programmes:

- Bachelor of Communication Studies (Honours)
- Bachelor of Communication Studies (Honours) with a second major in Business
- Bachelor of Arts with a choice to pursue one of two combinations (Honours):
 - i. Economics and Media Analytics
 - ii. Psychology and Media Analytics

**Students must meet criteria to graduate with Honours*

3. How is the Bachelor of Communication Studies (CS) different from the Bachelor of Communication Studies with a second major in business (CSBU)?

	CS	CSBU
Application Upon Admission	Yes	
Total AUs	127	
Course Differences	Concentrating on CS courses	Concentrating on CS courses with Business electives
Type of Major	Single Major in CS	Single Major in CS with a second major in Business
Unrestricted Electives (UE)	Flexibility to choose any type of UEs	Mostly business courses used to fulfil the second major.
Professional Internship and Final-Year Project	Yes	

Students under the CS programme will be awarded the Bachelor of Communication Studies (Hons), whereas students under the CSBU programme will be awarded the Bachelor of Communication Studies (Hons) and a separate certificate will be issued reflecting the second major.

4. What does the Honours degree classification mean?

'Honours' is a ranking system for bachelor's degrees referring to how well a student has performed. There are four classes of Honours: First, Second Upper, Second Lower, and Third.

As of January 2018, all graduates (except those studying medicine) will be awarded degrees according to the following nomenclature:

- Honours (Highest Distinction)
- Honours (Distinction)
- Honours (Merit)
- Honours

Students who do not qualify for honours will receive a Pass degree.

5. What is the maximum duration to complete a degree programme in WKWSCI?

The maximum candidature period for all WKWSCI students is six years but majority of our students take four years to complete the programme.

6. Can I complete the degree programme in less than four years?

No, students will have to adhere strictly to the curriculum in WKWSCI where they will undergo an internship in Year 3 Semester 2 and a Final-Year project in Year 4.

7. What are the graduating requirements?

You need to fulfil a total of 127 academic units (AUs) over four years, including 69 graded AUs.

8. What is the WKWSCI curriculum like? How are the different tracks like?

Please refer to our programme page for more information on the curriculum. There are five tracks that our students could follow:

YEAR 1		FOUNDATION COURSES			
YEAR 2	SEMESTER 1: ELECTIVES				
	SEMESTER 2: OVERSEAS EXCHANGE PROGRAMMES / ELECTIVES				
	Choose a track:				
	We offer industry-specific tracks for students to follow their passion				
	Students have the flexibility to specialise in one or more tracks, or decide to develop themselves as broad-based communication graduates (interdisciplinary)				
		Strategic Communication for the Digital Age	Broadcast Media & Cinema Studies	Data Science and Media Studies	Journalism and Media Policies
	For those who are interested in strategic planning and developing brilliant ideas based on solid research, leading to jobs as copywriters, account managers and more. For those who want to master the fine art of shaping public opinion. This track develops client-management and creative skills and takes you towards work in agencies and multinational corporations.	For those who are keen to make documentaries, movies, TV programmes and are looking to pursue careers as directors, producers, etc.	For those who are interested in transforming information resources into opportunities, leading to careers as information analysts, social media analysts, etc.	For those who love storytelling and writing, you may be interested to explore print/digital journalism, focus on photojournalism and follow the career path to be a reporter, journalist, columnist, editor, photographer or international news agency writer, etc.	
YEAR 3	SEMESTER 1: OVERSEAS EXCHANGE PROGRAMMES / ELECTIVES				
	SEMESTER 2: PROFESSIONAL INTERNSHIP (PI)				
YEAR 4	ELECTIVES & FINAL YEAR PROJECT (FYP)				

9. Will I receive any exemptions as a Polytechnic student? With the exemption, can I graduate earlier than my cohort?

Yes, you may receive up to 12AUs of exemptions. With the exemptions, students will still complete the programme in 4 years as they will undergo an internship in Year 3 Semester 2 and a Final-Year project in Year 4.

10. What is the WKWSCI timetable like?

Lectures/seminars are generally 2 to 3 hours long. Tutorials can be an hour per week. A normal workload consists of four to six courses or a maximum of 20AUs per semester. Apart from core courses, you will have the flexibility to plan your timetable for the semester.

11. Can I change programme or my major after the First Year?

Yes, you can. You may submit a change of programme (subjected to approval). For more information, visit the OAS website.

12. What is the difference between Double Major and Second Major?

A second major is an additional major the student can take up after the first year whereas for a double major the student needs to apply to read the programme at the point of application. Double major is also known as a double degree and requires you to complete an equal load of AUs from the two areas of study. Second major tends to be of a lesser AU requirement than a double major.

13. Can you tell me more about the Second Major? How is the Second Major curriculum like?

Students can choose to pursue a second major in another discipline offered either by their home school or pick a second major offered by another school within the College of Humanities, Arts and Social Sciences. The second major provides students with breadth of exposure and is also designed to provide greater depth of study in an additional discipline.

More information can be found at <http://cohass.ntu.edu.sg/Programmes/Undergraduate/Pages/Second-Majors.aspx>

14. How can I apply for a Second Major?

Students will need to obtain a minimum cumulative grade point average of 4.0 in their first year at the university to be eligible to take up a second major at the start of Year 2 semester 1. It is also subjected to the availability of vacancies for the second major at the home school.

15. Do I have to pay additional fees if I am enrolled into the second major programme?

No, you do not have to pay any additional fees if you complete your degree within 4 years.

16. Can I take a Minor? How is the Minor curriculum like?

Minor programmes equip students with multiple skills and broader knowledge, beyond what their major disciplines may provide. Besides offering a variety of Major programmes, the College of Humanities and Social Sciences encourages students to pursue a Minor in any of the major disciplinary areas:

- Chinese
- Communication Studies
- Economics
- English Literature
- History
- Linguistics and Multilingual Studies
- Philosophy
- Psychology
- Public Policy and Global Affairs
- Sociology

Students can also take on a Minor in subjects that are not offered as a Major. This includes:

- Art History
- Creative Writing
- Film
- Gender and Diversity Studies
- Geography and Urban Planning
- Global Asia
- Modern Languages
- Science, Technology and Society
- Translation

Students may also consider taking up minors offered by other schools within NTU:

https://www.ntu.edu.sg/Students/Undergraduate/AcademicServices/AcademicProgrammes/Pages/Minor_Programme.aspx

17. If I complete the Minor, how will it be reflected?

The award of minor will only be reflected in a graduate's transcript. No additional certificate will be issued upon completion of the minor.

18. What are the career prospects for graduates from WKW?

Graduates from the Wee Kim Wee School are sought after by the media giants in Singapore and abroad in industries such as journalism, broadcast and cinema studies, advertising, publishing, human resources management, public administration, arts administration, and creative industries. Visit the Career Opportunity page for more information.