



NANYANG  
TECHNOLOGICAL  
UNIVERSITY  
SINGAPORE

Wee Kim Wee School of  
Communication and Information  
College of Humanities, Arts, and Social Sciences

# COMMUNICATE CHANGE

UNDERGRADUATE—PROSPECTUS

# ABOUT US

The Wee Kim Wee School of Communication and Information has the most comprehensive curriculum in Communication Studies, and students graduate with a strong balance of practical and conceptual skills.



## PROGRAMMES OFFERED

- Bachelor of Communication Studies (Honours)
  - Bachelor of Communication Studies (Honours) with a second major in Business
  - Bachelor of Communication Studies (Honours) with a second major in Governance and International Relations
  - Bachelor of Arts with a choice to pursue one of two combinations (Honours):
    - (i) Economics and Media Analytics
    - (ii) Psychology and Media Analytics
- \*Admission for the Bachelor of Arts programme will be on a competitive & selective basis.

# YEAR ONE

FOUNDATION COURSES

Our students will receive an interdisciplinary education, equipping them with the fundamentals of theoretical knowledge and practices for the Communication major.



## COMMON CORE

- Inquiry and Communication in an Interdisciplinary World
- Navigating the Digital World
- Ethics and Civics in a Multicultural World
- Career and Entrepreneurial Development for the Future World

- Healthy Living and Wellbeing
- Science and Technology for Humanity
- Sustainability: Society, Economy and Environment

## FOUNDATIONAL CORE

- Basic Media Writing
- Digital Literacy II

## MAJOR CORE

- Foundations of Communication Studies
- Media Law, Ethics and Policy
- Speech and Argumentation
- Foundation of Information Analytics



# YEAR TWO

CHOOSE A SPECIALISATION  
+  
OVERSEAS EXCHANGE  
OPPORTUNITIES

Students can choose to focus in areas of study (tracks) as well as the option of going abroad as part of a semester-long exchange programme.



## BROADCAST MEDIA AND CINEMA STUDIES

Learn about film and television productions, and more about Asian and global cinema.

## STRATEGIC COMMUNICATION FOR THE DIGITAL AGE

Learn how innovative media formats and digital transformations shape the ever-changing face of the industry.

## JOURNALISM AND MEDIA POLICIES

Learn to report and write the news, as well as take photographs and videos of current events.

## DATA SCIENCE AND MEDIA STUDIES

Learn how to analyse and draw conclusions from data to drive decision-making insights.

# YEAR THREE

ELECTIVES  
+  
PROFESSIONAL INTERNSHIP

In addition to completing chosen electives, students will embark on a 22-week Professional Internship (PI).



All of our students participate in an off-campus supervised internship in their third year, applying classroom knowledge to industry scenarios. Students coming out of this 22-week Professional Internship are a step ahead of the competition — they would have gained first-hand insights to the industry and built up a personal network of media contacts prior to graduation.

Students can choose from a list of partner companies ranging from government sector organisations, major media players and even top

multinational corporations locally and overseas, or self-source for their own internships. Once on attachment, students regularly report back to their PI supervisors, who guide and push them to get the most out of their stint.

These professional internships greatly enhance the curriculum. With a good grasp of the industry's environment, returning students taking the advanced classes are able to take their work to the next level through compounding the insights gleaned from peers who also went for these internships.



# YEAR FOUR

ELECTIVES  
+  
FINAL-YEAR PROJECT

Students will embark on their Final-Year Projects (FYP), which are considered capstone projects. These projects go on to achieve a reach wider than just the school – often with national and international acclaim.



Final-Year Project (FYP) provides our students with the opportunity to showcase the abilities and talents they have acquired during their time at WKWSCI.

Our students have produced campaigns that reached broad audiences, and their videos screened at international festivals and awarded at international competitions. Our journalism students have also published in mainstream media, both locally and overseas.

Research projects are also often being presented at international conferences and published in international, peer-reviewed academic journals.

In the process, students push themselves to surpass their previous limits. Many alumni remember their FYP among the defining experiences of their years at the school.

# EXPERIENTIAL LEARNING

Our students get learning experiences outside the classroom; they get hands-on experience from organising and managing publications, television channels, film festivals as well as opportunities to go overseas to gather news stories for reporting.







#### **CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY**

Students will meet the biggest names in the creative communications industry who inspire, challenge and move the industry forward.

#### **GOING OVERSEAS FOR ADVANCED REPORTING (GO-FAR)**

Go-Far is a hands-on journalism module where students act as foreign correspondents. Bhutan, Japan, Sweden, Iran and Estonia are some countries covered.

#### **INTERNATIONAL STRATEGIC COMMUNICATION MANAGEMENT (ISCM)**

Through ISCM, students learn to tackle communication challenges and craft comprehensive marketing plans for clients, such as the Sri Lanka and Catalan Tourism Boards.

#### **REGIONAL STRATEGIC COMMUNICATION MANAGEMENT (RSCM)**

Students develop media messages for an overseas partner with special advocacy needs and their work is presented to a panel of judges for evaluation.



#### **OVERSEAS DOCUMENTARIES YOU SHOULD SEE (ODYSSEE)**

Students travel overseas to find inspiration, personal stories and authenticity, and learn about the broader social, cultural and economic implications of the location.

This documentary filmmaking course, therefore, has both an academic slant as well as a practical one, and is truly an “odyssey of the mind”.

#### **OVERSEAS FILM FESTIVAL PRACTICUM (OFFP)**

Students visit prestigious film festivals and gain both critical perspectives on the history and theory of film festivals. They also gain experience by meeting and engaging with film festival organisers, directors, artists and film academics.

#### **SOUTH BY SOUTH WEST CONFERENCE AND FESTIVAL (SxSW)**

Students will meet with new media leaders at the annual conference in Austin, Texas to explore cutting-edge developments including artificial intelligence, augmented reality and interactive storytelling.



# THE WKWSCI EXPERIENCE

We believe the key to producing well-rounded individuals ready for the challenges of work and life is a combination of theoretical and real-world experiences, and that is why our curriculum is designed to integrate with the wider world.



## OVERSEAS OPPORTUNITIES

With connections to over 150 universities around the world, more than 70% of our cohort goes on a semester-long exchange programme as part of their studies.

## OVERSEAS ENTREPRENEURSHIP PROGRAM (OEP)

With access to seven global entrepreneurial hotspots, OEP is a once-in-a-lifetime opportunity for students to gain invaluable skills outside the classroom through start-up internship, international immersion and entrepreneurship experience.

## BEYOND THE CLASSROOM

Students get to:

- Develop campaigns for clients
- Travel overseas to report news
- Produce a campus newspaper
- Conduct communication research
- Produce film and organise film festivals





Fresh graduates from NTU's well-regarded Wee Kim Wee School of Communication and Information whom we hire often have a head start over other fresh graduates. They come to us "job-ready", with the skills needed to plug-and-play in the multimedia newsroom.

Warren Fernandez  
Editor, The Straits Times