

# CSBU Curriculum for Students Admitted between AY 21-22 and AY 24-25

## Academic Units Requirement

|                                                              | Major Requirements |                     | Interdisciplinary Collaborative Core (ICC) |                   | Broadening and Deepening Elective (BDE) |                 | Total AUs |
|--------------------------------------------------------------|--------------------|---------------------|--------------------------------------------|-------------------|-----------------------------------------|-----------------|-----------|
|                                                              | Core               | Prescribed Elective | Common Core                                | Foundational Core | Business Electives                      | Other Electives |           |
| <b>Communication Studies with a second Major in Business</b> | 20                 | 41                  | 17                                         | 17                | 30                                      | 2               | 127       |

## Major-Core Courses

Students who matriculate in Academic Year 2021-2022 onwards are required to complete 20 AUs of Major-Core courses as per the table below:

| Courses                                     | AUs |
|---------------------------------------------|-----|
| CS0201 Foundations in Communication Studies | 3   |
| CS0209 Media Law, Ethics and Policy         | 3   |
| CS2005 Speech and Argumentation             | 3   |
| CS2400 Foundation of Information Analytics  | 3   |
| CS4040 Final Year Project                   | 8   |

## Major-Prescribed Elective Courses

Students who matriculate in Academic Year 2021-2022 onwards are required to complete 41 AUs of Major-Prescribed Elective, within the duration of the four-year degree programme.

Of the 41 AUs, at least 20 AUs must be upper-level PEs (CS4XXX) as opposed to lower-level ones (CS2XXX/FL5XXX). Upper-level courses are generally 4 AUs each, this means you will have to take a minimum of 5 upper-level PEs. You may take more than 20 AUs of upper-level PEs if you wish to.

As part of the 21 AUs of lower-level PEs, students will have to read at least one course from the table below, a compulsory major PE category that comprises of a menu of visual communication courses:

| Courses                             | AUs |
|-------------------------------------|-----|
| CS2025 Image & Sound Production     | 3   |
| CS2031 Creative Strategies          | 3   |
| CS2044 Photojournalism              | 3   |
| CS2403 Telling Stories with Data    | 3   |
| FL5001 Introduction to Film Studies | 3   |

## **ICC Common Core**

Students who matriculate in Academic Year 2021-2022 onwards are required to complete 17 AUs of ICC Common Core courses, preferably within the first two years of their studies.

| <b>Courses</b>                                                  | <b>AUs</b> |
|-----------------------------------------------------------------|------------|
| CC0001 Inquiry and Communication in an Interdisciplinary World  | 2          |
| CC0002 Navigating the Digital World                             | 2          |
| CC0003 Ethics and Civics in a Multicultural World               | 2          |
| ML0004 Career Design and Workplace Readiness in a Dynamic World | 2          |
| CC0005 Healthy Living and Wellbeing                             | 3          |
| CC0006 Sustainability: Society, Economy & Environment           | 3          |
| CC0007 Science & Technology for Humanity                        | 3          |

## **ICC Foundational Core**

Students who matriculate in Academic Year 2021-2022 onwards are required to complete 17 AUs of ICC Foundational Core courses.

| <b>Courses</b>                         | <b>AUs</b> |
|----------------------------------------|------------|
| CS0204 Basic Media Writing             | 3          |
| Digital Literacy 2 – Basket of courses | 3          |
| CS4203 Professional Internship         | 11         |

## **Broadening and Deepening Elective (BDE) and Business Courses**

Students who matriculate in Academic Year 2021-2022 onwards are required to complete 32 AUs of Broadening and Deepening Elective courses. CSBU students will read courses from NBS as BDE to fulfil their Second Major requirements.

|                                                     | <b>Courses (3 AUs each)</b>                            | <b>Prerequisites</b> |
|-----------------------------------------------------|--------------------------------------------------------|----------------------|
| <b>Foundation Courses<sup>1</sup></b><br><br>18 AUs | AD1102 Financial Accounting                            | -                    |
|                                                     | AB1201 Financial Management                            | -                    |
|                                                     | AB1301 Business Law                                    | -                    |
|                                                     | AB1501 Marketing                                       | -                    |
|                                                     | AB1601 Organisational Behaviour & Design               | -                    |
|                                                     | BE1402 Business Operations & Processes                 | -                    |
| <b>Advanced Business Courses</b><br><br>12 AUs      | BE2602 Management in Principles, Skills & Competencies | AB1601               |
|                                                     | BF2219 Investments                                     | AB1201               |
|                                                     | BM2509 Consumer Insights                               | AB1501               |
|                                                     | AD2102 Management Accounting                           | AD1102               |
| <b>Free BDE</b>                                     | 2 AU of Free BDE                                       | -                    |

<sup>1</sup> CS Students must read CS2400 Fundamentals of Information Analytics, an introductory statistics core course within the Communication Studies programme. Completion of CS2400 Foundation of Information Analytics will exempt students from AB1202 Statistics & Analysis, which was part of the Business Foundation Courses.

## **Academic Units and Classification of Study Year**

You may refer to your student intranet for more information on AU progression and classification of study year.