WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION
FREQUENTLY ASKED QUESTIONS

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 experience.

Our Bachelor of Communication Studies (Honours) programme gives you the flexibility to focus on one or more areas, including Strategic Communication, Broadcast Media & Cinema Studies, Data Science and Media Studies, or Journalism and Media Policies. The curriculum combines traditional and new media courses, providing a strong foundation while preparing you for the rapidly evolving media landscape.

Why Communication Studies?

Our Communication Studies curriculum is designed to equip you with the necessary skills for a full range of careers that is applicable to almost any industry.

The job possibilities are endless, from strategic planning, advertising, analytics and public relations to journalism and media production. Even if you do not wind up in a communications role, the versatility of your skillset will give you a competitive edge when applying for roles in various sectors.

Your education at WKWSCI will give you a taste of what a genuine media environment demands. Upon graduation, you will be conferred the Bachelor of Communications Studies (Honours) degree. This qualification will put you in good stead to take on the real world.

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
- Bachelor of Communication Studies with a second major in Business
- Bachelor of Communication Studies with a second major in Governance and International Relations
- Bachelor of Arts with a choice to pursue one of two combinations:
    - Economics and Media Analytics
    - Psychology and Media Analytics

**Students must meet criteria to graduate with Honours*

How does the Bachelor of Communication Studies (CS) differ from the Bachelor of Communication Studies with a second major in business (CSBU) and the second Major in Governance and International Relations (CSGR)?

	CS	CSBU	CSGR
Application Upon Admission	Yes		
Total AUs	127 AUs		
Course Differences	Concentrating only on CS courses	CS courses with Business electives	CS courses with PPGA electives
Type of Major	Single Major in CS	Single Major in CS with a Second Major in Business	Single Major in CS with a Second Major in Governance and International Relations
Broadening & Deepening Electives (BDE)	Flexibility to choose any type of UEs	Mostly Business courses to fulfil the second major.	Mostly PPGA courses 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 CS with a Second Major programme will be awarded the Bachelor of Communication Studies (Hons) and a separate certificate will be issued reflecting the second major.

Students can only apply for the two second major programme at the point of admission. No change of programme or appeal will be accepted for them.

What does the Honours degree classification mean?

'Honours' is a ranking system for bachelor's degrees referring to how well a student has performed. 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.

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.

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.

What are the graduating requirements?

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

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 four tracks that our students could follow:

<table>
<tr><td>YEAR 1</td><td>FOUNDATION AND CORE COURSES

SEMESTER 1: ICC CORE + MAJOR CORE + ELECTIVES
SEMESTER 2: ICC CORE + MAJOR CORE + ELECTIVES</td></tr>
<tr><td>YEAR 2</td><td>FOUNDATION AND ELECTIVES

SEMESTER 1: ICC CORE + ELECTIVES
SEMESTER 2: OVERSEAS EXCHANGE OR ELECTIVES

Focus on 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).

<table>
<tr><th>Strategic Communication for the Digital Age</th><th>Broadcast Media & Cinema Studies</th><th>Data Science and Media Studies</th><th>Journalism and Media Policies</th></tr>
<tr><td>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.</td><td>For those who are keen to make documentaries, movies, TV programmes and are looking to pursue careers as directors, producers, etc.</td><td>For those who are interested in transforming information resources into opportunities, leading to careers as information analysts, social media analysts, etc.</td><td>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.</td></tr>
</table>
</td></tr>
<tr><td>YEAR 3</td><td>FOUNDATION AND ELECTIVES

SEMESTER 1: OVERSEAS EXCHANGE OR ELECTIVES
SEMESTER 2: PROFESSIONAL INTERNSHIP</td></tr>
<tr><td>YEAR 4</td><td>ELECTIVES & FINAL YEAR PROJECT (FYP)</td></tr>
</table>

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.

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.

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.

The list of Second Majors that you can apply for after your first year - https://www.ntu.edu.sg/hass/admissions/programmes/second-majors.

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.

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.

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.

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.

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. List of Minors could be found here - https://www.ntu.edu.sg/hass/admissions/programmes/minors.

Students can also take on a Minor in subjects that are not offered as a Major as well as interdisciplinary minors.

List of non-major minors can be found here - https://www.ntu.edu.sg/hass/admissions/programmes/minors#Content_C232_Col01.

List of interdisciplinary minors can be found here - https://www.ntu.edu.sg/hass/admissions/programmes/minors#Content_C232_Col02.

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.

Is it easy to find employment in the small media industry in Singapore?

Our students are highly sought after locally and abroad for their career-ready skillsets. Our curriculum requires our students to be exposed to the real-world and the technologies that are available in the industry today.

The media industry offers a host of viable career opportunities. In Singapore, we have an increasingly vibrant media scene. Media production companies are sprouting not only locally but globally. Across the world, there is a growing demand for entertainment and news.

WKWSCI students will be attached to relevant companies during their compulsory Professional Internship phase. On top of that students get to work with external organisations with the guidance of their instructors in some courses to produce films and digital content.

I heard the school hosts many events all the time – what are these events like?

One of the best parts about life in WKWSCI is its vibrant, dynamic culture, where creativity is celebrated, and all are welcome! While WKWSCI prides itself on its rigorous curriculum, it also provides ample opportunities for students to make the most out of school life.

WKWSCI's highlights include Paparazzi, an annual student-led theatre production, and ad hocs like the Freshmen Orientation Programme. Our students - more affectionately known as Weekids - are welcome to get involved with student-initiated communities like WeeVolunteer, our volunteering body. Last but not least, the WKWSCI Awards ad hoc provides a platform to recognise exemplary student work and achievements.

From Homecoming celebrations to Halloween and our quirky themed weeks, students can also look forward to diverse school events organised by the school's student body, the CI club. Whether it's discovering new passions at Open Mics and our upcoming jam band or just to form friendships across the cohorts, there's a space for anyone who wants to get involved for a meaningful four years at WKWSCI.