BA 
VISUAL COMMUNICATION WITH BUSINESS

(Part-time Programme)
Programme Overview

This programme is a collaboration between Singapore University of Social Sciences (formerly known as SIM University) and the Nanyang Academy of Fine Arts (NAFA). Through this programme, students will have the unique opportunity to study the arts of visual communication and develop design thinking while also acquiring functional business knowledge.

Being a degree programme that specifically integrates visual communication with business, it holds immense potential to develop the next generation of media design entrepreneurs. The programme is also suitable for media design professionals working in advertising firms, design houses, or conventional companies as it sharpens their advertising and branding knowledge and equips them with a better understanding of business needs and organisational operations.

Graduates and students of this programme could hold appointments such as Art/Creative Directors, Designers, Creative Executives, and Art/Design educator.

Message from the Dean

“The School of Business at Singapore University of Social Sciences aims to nurture business and management professionals who can communicate well, resolve intricate business issues effectively, and manage complexities efficiently in today’s highly competitive and dynamic business environment. We will prepare our students to become knowledgeable professionals who are ready to manage and lead.

We strive to give our students a valuable learning experience by providing them with experienced and inspiring teaching faculty complemented with a supportive and flexible learning environment. Leveraging on our strong industry links and business networking, we aim to bring the business world to our business school through case studies, work-based assessments, and guest speaker seminars. We will also bring the business school to the business world through industry site visits and overseas study trips.

We provide a pathway for students to obtain a quality university education and the relevant foundation to achieve their desired career goals.”

Associate Professor Lee Pui Mun
Dean, School of Business
Singapore University of Social Sciences

Programme Structure

This is a direct honours programme; graduating students who meet the honours eligibility criteria will be awarded the respective honours classification.

Students who are admitted into the programme will automatically be given 40 cu of credit recognition (terms and conditions apply).

Students are required to complete another 130 cu of courses. The breakdown of the cu to be completed is:

- 100 cu of core courses
- 20 cu of elective courses
- 10 cu of university core courses

Programme Offered in Collaboration with:
Degree requirements consist of 100 cu compulsory, 20 cu electives and 10 cu university core courses. All courses are 5 cu unless stated otherwise.

### Level 1 Compulsory Course
(Total 5 cu)
- Management

### Level 2 Compulsory Courses
(Total 15 cu)
- Business Excellence
- Marketing Management
- Advertising Design

### Level 3 Compulsory Courses
(Total 70 cu)
- Financial Management
- Design Research
- Advanced Studio Design: Branding (40 cu)
- Advanced Studio Design: Research and Design (20 cu)

### Level 1, 2 & 3 Elective Courses
(Total 20 cu)
- Financial Accounting
- Organisational Behaviour
- Statistics
- Contract and Agency Law
- Company Law and Corporate Governance
- Operations Management
- Project Management
- Customer Relationship Management
- Business Negotiation
- Starting and Managing a Business
- Product/Service Innovation and Design
- IT-Enabled Business Transformation
- Managerial Economics
- Political Economy of Asia

Note: At least 10 cu of Elective courses are to be taken at level 3 or higher.

### Level 4 Compulsory Course
(Total 10 cu)
- Capstone Project (10 cu)

For more information on our BA Visual Communication with Business, please visit [suss.edu.sg/BHVCB](http://suss.edu.sg/BHVCB)
Admissions

You must be a Singapore citizen, permanent resident or a resident in Singapore. In addition, you will need to meet these minimum requirements:

- GCE 'A' level with two passes (prior to 2006) or two H2 passes (from 2006), or local Polytechnic Diploma or International Baccalaureate (IB) Diploma or NUS High School Diploma. Applicants with an acceptable SAT1 score may be considered for admission on a case-by-case basis;
- Two years of full-time work experience, or currently employed on a full-time basis; and
- At least 21 years old.

Some programmes may have additional requirements. Please refer to the individual programme pages for details.

Shortlisted applicants will be required to attend an interview where you should bring current portfolios of your work in art and design, or other media of expression that showcase your creativity and aptitude in design. Offers will be made only after the admission interviews.

All applications are considered individually on merit, and the offer of admission depends on the number of places available. Admission is solely at the discretion of Singapore University of Social Sciences.

How to Apply

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

Tuition Fees and Government Subsidy

The amount of course fee you pay in each semester depends on the number of courses you take in that semester. Course fees cover all study materials, classes, supervision, assignments and examinations. They do not include costs for textbooks and other additional items specified by the university from time to time.

Students may be eligible for a government subsidy of up to 55% of the course fee. In addition, Singapore Citizens (SC) aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with Singapore University of Social Sciences and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will pay tuition fees that are 60% lower than the standard subsidised fees payable by other SC students who are below 40 years old.

All Singaporeans aged 25 and above can use their $500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit susu.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

Internet Access

All Singapore University of Social Sciences’ students must have access to a computer or laptop and the Internet in order to use the electronic and website facilities, which allow access to course, academic or administrative information.

Contact Details

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