2018 Undergraduate Programmes

BACHELOR OF COMMUNICATION WITH MINOR

(Part-time Programme)

SCHOOL OF ARTS AND SOCIAL SCIENCES
Overview

The Singapore University of Social Sciences (formerly known as SIM University) Communication programmes are conceptualised based on the expert advice of a panel of advisors comprising industry practitioners and academics. As one of the largest Communication programmes in Singapore, we prepare students to perform competently in a variety of sub-fields in the communication industries such as TV, newspaper multimedia, digital media, strategic communication, public relations, corporate communications as well as media management and media production.

All graduates of the Singapore University of Social Sciences’ Communication degree programmes will be equipped with the core knowledge, skills and competencies in communication and media studies. In addition, Communication graduates will also have a social science foundation, which provides them with the analytical tools to evaluate key issues in the social sciences.

The single-subject Communication programme covers courses ranging from media writing to media management, media production, multimedia and design. Our program provides students the critical advantage necessary to achieve their ambitions, whether they are interested in journalism, media management, public relations, corporate communications, advertising, marketing communications or media production.

In addition, students may opt for minors in Business, Contemporary China Studies, English Language, Film Studies, Marketing, Multimedia, Political Science, Psychology, Security Studies or Translation.

The Business minor courses provide students with the essential skills and knowledge that support the corporate communications of business operations such as in operation management, large-scale project management, and human capital management.

The Contemporary China Studies minor courses equip students with multidisciplinary knowledge and training in understanding the different facets of contemporary China, a global power in ascendancy, and the critical awareness and perspectives in dealing with complex societies besides their own. Such exposure and understanding will stand communication students in good stead to prospective employers.

The English Language minor courses, which include description, analysis and interpretation of language structures, equip students with competencies required to work in mass communications and language-related fields such as general education and editorial work.

The multidisciplinary Film Studies minor equips students with an understanding of the film industry through the artistic, narrative, socio-cultural, economic and theoretical aspects of film. This will be vital for fields or industries that require the skills to critically evaluate and engage with film as a creative work, a business product, a reflector of the times, and a force for social political change.

The Marketing minor courses provide students with the marketing knowledge and skills that further sharpen their professionalism in strategic and marketing communications. In an increasingly complex economy, many media organisations depend heavily on marketing activities. In addition, communication professionals who work for non-business organisations will need to engage in marketing activities as well.

The Multimedia minor courses prepare students for career advancement in the era of digital media. The skills and knowledge in multimedia will allow graduates to exploit the flow of information through audio-visual modalities, the computer, and the Internet.

The Political Science minor will give students the analytical skills needed to better understand the political institutions, political processes and social values that shape our society. Regardless of their fields or industry, students will be better places to respond to the demands of their jobs in this fast-paced and oft-times politicised environment. They will also be better-placed to appreciate how micro and macro-level interactions are not guided by individual actions, but are part of a larger complex arrangement that not only encompasses the social and economic institutions and processes, but also the political.

The Psychology minor courses equip students with a set of core knowledge, skills, and competencies required to work in communication and psychology-related industries, including government ministries, social service, corporate consultancy, human resource and market survey and research.

The Security Studies minor prepares our graduates with upper undergraduate level courses on security theory, government, political history, economic security, technology (Cybersecurity), the mind of the terrorist, society and security, and Non-Traditional Security. Please refer to our website for Security Studies minor courses and admission requirements.

The Translation minor courses aim to strengthen students’ bilingual competence (Chinese and English), foster cross-cultural awareness, and equip students with essential translation skills. With a focus on the application of technology in translation and an applied approach, the Translation minor courses will prepare students for careers where translation skills are highly valued.

Why We are Unique

All the Communication courses are industry-relevant and designed to meet the market needs. As working adults pursuing their careers in the day and a degree in the evening, Singapore University of Social Sciences Communication students will be able to put into practice the knowledge and skills gained immediately. Our courses are all taught by qualified academics, most of whom are also practising professionals in the communication industry. The knowledge and skills they impart to students on this programme will be current and relevant.
**CURRICULUM***
*(Bachelor of Communication)*

**Compulsory Social Science Courses**  Total 20 cu

**Level 1**
- Introduction to Social Sciences
- The Moral Compass
- The Social Self

**Level 2**
- Social Science Research Methods

**Elective Social Science Courses**  Choose 10 cu

**Level 2**
- Business, Government and Society
- Technology, Globalisation and Change
- Religion in Contemporary Societies
- Media, Politics, and the Citizen
- Migration in a Globalized World
- Navigating Changing Cultural Landscapes
- Asia in the World

**Compulsory Foundation Communication Courses**  Total 20 cu

**Level 1**
- Principles and Practice of Communication
- Discourse: Critique and Evaluation
- Media Communication in a Changing World

**Level 2**
- Visual Texts and Communication

**Compulsory Strategic and Corporate Communication Courses**  Total 30 cu

**Level 3**
- Public Relations
- Corporate Communication
- Methods of Data Analysis: Exploring Behavioural Sciences
- Analysis of Issues and Trends in the Communication Industry
- Media Law and Ethics
- Strategic Communication

**Elective Communication Courses**  Choose 30 cu

**Level 2**
- Writing for Strategic Communication
- Media Relations
- Writing for Print and Emerging Media
- Creative Advertising and Copywriting
- Creative Communication Strategies

**Level 3**
- Media Management
- Crisis Communication
- Feature Writing
- Multimedia Public Affairs Reporting
- Strategic Social Media Management
- Communication Campaign Planning
- Advertising Design

**General Elective Courses**  Choose 10 cu

*Curriculum may be subject to changes.*

For more information on Bachelor of Communication, please visit sus.edu.sg/BCOMN
CURRICULUM*
(Bachelor of Communication with Minor)

Compulsory Social Science Courses

Total 20 cu

Level 1
- Introduction to Social Sciences
- The Moral Compass
- The Social Self

Level 2
- Social Science Research Methods

Compulsory Foundation Communication Courses

Total 20 cu

Level 1
- Principles and Practice of Communication
- Discourse: Critique and Evaluation
- Media Communication in a Changing World

Level 2
- Visual Texts and Communication

Elective Communication Courses

(Choose 40 cu, minimum 10 cu at Level 3)

Level 2
- Writing for Strategic Communication
- Media Relations
- Writing for Print and Emerging Media
- Creative Advertising and Copywriting

Level 3
- Public Relations
- Corporate Communications
- Media Management
- Analysis of Issues and Trends in the Communication Industry
- Media Law and Ethics
- Crisis Communication
- Feature Writing
- Multimedia Public Affairs Reporting
- Methods of Data Analysis: Exploring Behavioral Sciences
- Strategic Communication

Business Minor Courses

Total 40 cu

Compulsory Minor Courses (20 cu)

Level 1
- Management

Level 2
- Business Excellence
- Marketing Management

Level 3
- Financial Management

Elective Minor Courses

(Choose 20 cu, minimum 10 cu at Level 3)

Level 1
- Organisational Behaviour
- Statistics

Level 2
- Financial Accounting
- Contract and Agency Law
- Company Law and Corporate Governance
- Managerial Economics
- Political Economy of Asia

Level 3
- Operations Management
- Project Management
- Customer Relationship Management
- Business Negotiation
- Starting and Managing a Business
- Product/Service Innovation and Design
- IT-Enabled Business Transformation

Contemporary China Studies Minor Courses

Total 40 cu

Compulsory Minor Courses (20 cu)

Level 1
- The Making of Modern China
- History and Politics of Contemporary China
- Chinese Economy in Transformation
- Chinese Society in Transition

Elective Minor Courses

(Choose 20 cu, minimum 10 cu at Level 3)

Level 2
- Public Policy in China
- Social Institutions in China
- Chinese Cultural Psychology

Level 3
- Development in Greater China
- Doing Business with/in China
- Globalization and Social Change
- Overseas Study Mission (China-Beijing)
English Language Minor Courses  

(Minimum 10 cu at Level 3)

Level 1
- Understanding Components of Language (Compulsory)
- An Introduction to Language Systems (Compulsory)
- Analysing Prose: Short Fiction and Essays
- Understanding Poems and Plays

Level 2
- Language Structure: Sentences and Sounds
- Language and Society

Level 3
- World Englishes
- Language and Literacy
- English in Singapore
- Semantics and Pragmatics
- Discourse Analysis
- Literary Stylistics
- First Language Acquisition
- Second Language Learning

Film Studies Minor Courses  

(Minimum 10 cu at Level 3)

Level 1
- Introduction to Film Studies (Compulsory)
- Writing Film Criticism (Compulsory)

Level 2
- Film Genre (Compulsory)
- Film Theory (Compulsory)
- Animated Film
- Singapore Film: 1930-2000

Level 3
- Singapore Film in the 21st Century
- Film in the Age of New Media
- Shakespeare on Film
- Film and Gender

Marketing Minor Courses  

Compulsory Minor Courses (30 cu)

Level 1
- Statistics

Level 2
- Human Behaviour in Organisations
- Contract and Agency Law
- Marketing Management

Level 3
- Consumer Behaviour
- Marketing Research

Elective Minor Courses
(Choose 10 cu)

Level 3
- Integrated Marketing Communications
- Business-to-Business Marketing
- Services Marketing
- Sales Management
- Retail Management
- Brand Management
- Multivariate Analysis
- Marketing for Financial Services
- Internet and Social Media Marketing
- Pricing
- Case Studies in Marketing Management

Multimedia Minor Courses  

Compulsory Minor Courses (10 cu)

Level 1
- Creative Design Fundamentals
- History of Media

Elective Minor Courses
(Choose 30 cu, minimum 10 cu at Level 3)

Level 3
- Audio and Video Production Techniques (10 cu)
- Visual Effects Design
- Media Programming
- Television Content Strategy
Psychology Minor Courses Total 40 cu

Compulsory Minor Courses (10 cu)
Level 1
- Introduction to Psychology 1
- Introduction to Psychology 2

Elective Minor Courses (Choose 30 cu, minimum 10 cu at Level 3)
Level 2
- Organisational Psychology
- Educational Psychology
- Personality and Individual Differences
- Social Psychology
Level 3
- Cognitive Psychology: Exploring the Mind
- Psychology of Creativity
- Positive Psychology
- Personnel Assessment and Selection
- Biological Basis of Psychology
- Human Factors Psychology
- Psychology of Consumer Behaviour

*Curriculum may be subject to changes.*

For more information on Bachelor of Communications with Minors, please visit suss.edu.sg/PT

Translation Minor Courses Total 40 cu

Compulsory Minor Courses (20 cu)
Level 1
- Contrastive Language Studies: English and Chinese
- Translation and Socio-Cultural Differences
- Fundamentals of Chinese to English Translation
- Fundamentals of English to Chinese Translation

Elective Minor Courses (Choose 20 cu, minimum 10 cu at Level 3)
Level 2
- Translation of Media Materials: Print and Audio-Visual
- Introduction to Interpretation
- Consecutive Interpretation
- Translation of Science and Technology Writings with Technology
- Translation of Business and Trade Documents
- Translation of Legal Documents
Level 3
- Chinese-English Translation of Literary Works
- English-Chinese Translation of Literary Works
- Financial Translation
- Advanced Topics in Translation

Political Science Minor Courses Total 40 cu

Compulsory Minor Courses (10 cu)
Level 1
- Introduction to Political Science
- Government and Politics of Singapore

Elective Minor Courses (Choose 30 cu, minimum 10 cu at Level 3)
Level 2
- Fundamentals of Public Administration (Compulsory)
- Introduction to Comparative Politics (Compulsory)
- Business, Government and Society
- Media, Politics and Citizen
Level 3
- Political Economy of Asia
- Comparative Politics in Southeast Asia
- Public Administration in Southeast Asia
- Corruption and Governance
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 candidates may be required to undergo one or more interview(s) and/or take written admission or other evaluation tests.

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.

For additional requirements for minors in English or Translation, please refer to the programme information at http://www.suss.edu.sg/programmes/programme-details/Pages/Bachelor-of-Communication-with-English-Language.aspx and http://www.suss.edu.sg/programmes/programme-details/Pages/Bachelor-of-Communication-with-Translation.aspx respectively.

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 suss.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

Singapore University of Social Sciences
461 Clementi Road
Singapore 599491

Telephone: (65) 6248 9777
Fax: (65) 6763 9077
Email: student_recruitment@suss.edu.sg

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