6.2.1 Overview of Programme

[Bachelor of Social Sciences (Honours) and Bachelor of Business Administration (Honours/non-Honours); Bachelor of Social Sciences (Honours) and Bachelor of Business Administration (Accountancy) (Honours/non-Honours); Bachelor of Arts and Bachelor of Business Administration (Honours); Bachelor of Arts and Bachelor of Business Administration (Accountancy) (Honours)]

The major for the Faculty of Arts and Social Sciences degree is Communications and New Media

Overview of Programme

The DDP in Communication and New Media (CNM) and Business is jointly offered by the Faculty of Arts and Social Sciences (FASS) and the NUS Business School (BIZ).

In today’s global environment, the dividing line separating communications and media studies, and business becomes increasingly vague. Graduates from communications and media programmes are often expected to perform tasks that entail business training — e.g., market analysis, marketing campaigns, while business graduates are expected to know how to effectively communicate with a company’s public, manage a crisis or chart out technology trends.

Likewise, in today’s converging media environment, communication professionals are expected to have a broad range of knowledge and creative skills, from critical thinking and excellent writing to the ability to create publications, websites and other interactive environments.

The programme aims to enrich students’ experience and prepare them for this converging field by combining modules from both CNM and NUS Business School.

CNM will be offering modules in three areas, namely new media studies, communication management and interactive media. Students will be exposed to subjects such as political economy, globalisation of media, creation of news content, management of information, structure of the new media industry and how gaming and other forms of interactive media/digital entertainment fit into the greater economic environment of the new media industry. On the business aspect, NUS’s Business programme will prepare students for managerial leadership in the global economy. Its broad-based curriculum benefits from the comprehensive academic breadth and intellectual intensity of the University.

Articulate students that embrace technology will find good fit in this CNM and Business double degree programme that promises to nurture an attractive breed of media-savvy business professionals.